

**THE UNIVERSITY OF TENNESSEE AT MARTIN
ADVISORY BOARD**

Electronic Meeting

Pursuant to Governor Bill Lee’s Executive Order No. 71

1:00 pm (CT)
Friday, January 22, 2021

Zoom Meeting
Hall-Moody Administration Building, 328
UT Martin Campus

AGENDA

- I. Call to Order and Roll Call
- II. Opening Remarks
- III. Approval of Minutes..... Tab 1
- IV. Title IX and Clery Landscape 2021 Tab 2
Ashley Blamey, UT Title IX Coordinator
- V. Meet the Class of 2024 and Fall 2020 Undergraduate Infographics Tab 3
- VI. Campus Enrollment Management Update..... Tab 4
Sylvia C. Ewell, Associate Vice President, Ruffalo Noel Levitz
- VII. Comments by the Chancellor
- VIII. Closing Remarks by Chair
- IX. Adjournment

THE UNIVERSITY OF TENNESSEE AT MARTIN ADVISORY BOARD

Minutes of the Annual Meeting

The fall meeting of The University of Tennessee at Martin Advisory Board was held at 1:00 p.m. (CDT) on Friday, September 18, 2020, as a virtual meeting in accordance with Governor Lee's Executive Order #60. The virtual meeting was hosted from the Hall-Moody Administration Building, Room 328, on the campus of The University of Tennessee at Martin.

I. Call to Order and Roll Call

UT Martin Advisory Board Chair Art Sparks welcomed Advisory Board members and guests to the regular fall meeting of the UT Martin Advisory Board. He announced that, earlier in the morning, the UT Martin campus celebrated the official Groundbreaking Ceremony of the Latimer Engineering and Science Building, a new \$65 million STEM building. Marking the occasion, Governor Bill Lee, UT President Randy Boyd, and several members of the Tennessee Legislature, joined together to celebrate and honor Bill Latimer. Chair Sparks remarked that this day will go down in university history.

Chair Sparks requested a roll call to bring the meeting to order. The roll was called by Edie Gibson, Secretary to the Board, with the following members present in person or in attendance via Zoom:

Hal Bynum (joined by Zoom)
Philip Smartt (joined by Zoom)
Emma Hilliard (joined by Zoom)
Monice Hagler (joined by Zoom)
Art Sparks (in attendance onsite)
Julia Wells (joined by Zoom)

With six members of the Advisory Board in attendance, Art Sparks on site and five members via Zoom, a quorum was announced as provided by Executive Order #60. All members participating via Zoom affirmed that each joined the meeting alone. Katie Ashley was unable to participate. Others participating remotely included UT Martin administrative and leadership staff. The meeting was streamed live for the convenience of the University community, the general public, and the media with a recording of the meeting uploaded to the UT Martin Advisory Board website following the meeting.

II. Opening Remarks

Chair Sparks began the meeting with a review of requirements established under Executive Order #60. He explained that Executive Order #60, like the previous order #17, temporarily suspends the requirements of the Tennessee Open Meeting Act (TOMA) to the extent necessary to allow any governing body subject to TOMA requirements to meet and conduct essential business by electronic means, if the body determines meeting electronically is necessary to protect the health, safety, and welfare of Tennesseans in light of the COVID-19 pandemic.

Chair Sparks clarified for the record that he and Chancellor Carver discussed the benefits of Executive Order #60 and deemed it appropriate that members of the AB participate by electronic means to protect the public health, safety, and welfare in light of the coronavirus. For the record, Chair Sparks stated that annual meeting notices provided instructions for the public to electronically access the meeting and included the meeting agenda. Public access to the webcast and meeting materials remain available at utm.edu/abmeeting.

In keeping with the order, all Advisory Board votes will be taken by roll call vote and, all members participating by electronic means are deemed to be present at the meeting for purposes of voting.

After reviewing helpful tips regarding virtual meeting protocol, the meeting proceeded with a few introductions. Chair Sparks welcomed two new members to the Advisory Board, Dr. Philip Smartt, Professor of Natural Resources Management, serving a two-year term (2020-2022) as Faculty Member to the Advisory Board. Next, he introduced Ms. Emma Hilliard, a junior in Health and Human Performance from Bells, TN, serving a one-year term (2020-2021) as the Student Member to the Board. Chair Sparks, taking executive privilege, introduced Mr. Johnny Woolfolk of Jackson, TN. Governor Bill Lee nominated Woolfolk, a 1971 UTM alumnus with a degree in Agriculture to fill the AB's membership opening, created from Katie Ashley's expired term. Woolfolk Farms is a third-generation, family-operated farm located in Madison County with more than 150 years of continuous family ownership and agricultural production by the same family. Johnny Woolfolk noted that his association with UTM began in 1967 as a freshman, and his relationship has continued with the campus hosting annual Governor's School for Agriculture student visits, Future Farmers of America initiatives, as well as engaging in scholarship opportunities for young farmers. He further noted his enthusiasm at the prospect of beginning a new association with UTM by serving on the UTM Advisory Board.

III. Approval of Minutes

Chair Sparks directed the members to a copy of the minutes from the regular scheduled meeting of the Advisory Board on May 8, 2020, for approval.

Motion: Julia Wells moved to adopt the UT Martin Advisory Board meeting minutes for the May 8, 2020, meeting, as presented in the meeting materials, and Hal Bynum seconded the motion. A roll call vote on the motion was taken, and the motion carried unanimously.

IV. Student-Athlete Overview

Chair Sparks invited UTM's Athletic Director, Kurt McGuffin, to share a campus overview of student-athletes. The presentation agenda was separated into conversations related to student health and wellness – COVID-19, fall competition postponement, academics and compliance updates, organizational structure of the department, and budget. Kurt emphasized that reintegration of UTM Athletics complies with CDC, state, federal, OVC, and NCAA guidance and mirrors UTM's campus recommendations. Educational documents are regularly posted and dispersed to student-athletes and coaches promoting health and safety supported by temperature and wellness checks, capacity limits of indoor facilities (locker rooms closed), social distancing and small group practices, sample testing and symptom monitoring, in addition to mandatory masks at all activities.

Postponing fall sports was a tough decision based on the safety of our students, fairness, and several financial factors. COVID-19 testing costs run \$14,000 per week, inclusive of testing supplies and processing costs, as well as requiring a half day of staffing to complete. The campus hopes to start competition with Rifle in October, followed by Basketball on November 25, which coincides with a time when most institutions are out-of-session. In spring, the campus is planning to schedule Football, Volleyball, Track, and Soccer, along with our spring sports. Sport restrictions have been hard on our athletes.

Recently, UTM unveiled several new academic initiatives and enhanced one of its facilities to focus on academic improvements. Kurt highlighted the completion of an expanded and enhanced academic lab, funded through a \$100,000 NCAA grant written by Ashley Bynum, requiring a \$20,000 match fundraised

by Laura Suiter. In addition to access to 22 computer workstations and nutritional support in the form of milk, water, and healthy snacks, an unexpected advantage was realized in how the space has brought our teams together.

Forming new partnerships is a win-win, when UTM's Honors Programs and Athletics joined together to create a Tutoring Program. Approximately, 90 student-athletes, upon request, have been matched with some 20 Honors students through this program, who collect community service hours for the time spent tutoring. Participation is expected to grow in the upcoming year.

As a result, UTM student-athletes have excelled academically, achieving a record-breaking year with 285 student-athletes named to the Athletic Director's Spring 2020 Honor Roll, recognizing a 3.00 term GPA, with 191 student-athletes earning the Commissioner's Spring 2020 Honor Roll, achieved by a 3.25 term GPA. Especially noteworthy, 21 student-athletes received an OVC Medal of Honor, earning a perfect 4.0 term GPA, setting the second highest record in school history. Kurt acknowledged, in the midst of dealing with the challenges of cancelling their spring sports and realigning to online courses during mid-semester in response to COVID-19, UTM's 491 student-athletes rallied to exceed all expectations by earning a 3.26 GPA average, UTM set a school record term GPA.

Applying for a McLendon Foundation Minority Leadership Initiative provides opportunities for needed staff and minority leadership experience. UTM has applied and received a grant, allowing the department to hire Tony Bufford in support of academic advising for football, creating a ripple effect throughout the academic support staff and more efficient distribution of academic and compliance duties. Kurt stressed that a major focus of Skyhawk Athletics is helping our students to graduate, which is also emphasized through the NCAA's development of academic standards. Hitting these goals is recognized by \$500,000 in unrestricted NCAA funds.

To enhance departmental efficiency, Intercollegiate Athletics Administration has realigned its reporting structure and tiered its organizational chart under administration and SWA, Compliance and Academics, Marketing and Promotions, External Operations, and Sports Medicine. Additionally, this week, UTM hired Julius McNair to fill the Assistant Director of Athletic for Development, a shared staff position with the UT Foundation.

Offering a snapshot into the 2019-2020 Intercollegiate Athletics budget, the majority of the campus' \$6.4 million line for Direct Institutional Support (DIS) funds student-athlete aid. Other funding sources include ticket sales, corporate sponsorships, rodeo ads and stall rent, concessions, campus-wide Student Fees, equestrian course fees, game guarantees, and NCAA/OVC funds. Expenses include athletics student aid, coaching salaries and benefits, staff salaries and benefits, sports operating budget, administration operating budget and potential bonuses. The primary differences between budgeted and actual revenue lines resulted from decreases in Student Fees (tied to the decline in campus enrollment), corporate sponsorships, game guarantees (resulting from cancelled competitions), Rodeo revenue loss (without a spring event), and NCAA/OVC distribution funds. Increases were realized in ticket sales, the equestrian course fee, and concessions. Athletics debt service remains low with only the baseball/softball facility and lighting project still in a repayment cycle. During the current year, Athletics will be challenged to address an \$875,000 loss of funds (from the Alabama football game cancellation), loss of basketball revenue, and funding cuts from the NCAA; however, Athletics anticipates savings from restrictions associated with recruitment travel and official visits.

One significant change impacting the future of sports is the extension of an extra year of eligibility for current collegiate student-athletes to return to competition and to retain their scholarships. The ripple effect will be felt by high school seniors and juniors, who will experience reduced opportunities for college openings.

As reported in a recent announcement several weeks ago, Kurt McGuffin's contract was extended to 2025 in acknowledgement of academic performance achievements and increased donor contributions ahead of last year, especially noting his work during the Captain's Challenge to raise \$350,000 to off-set a budgeting shortfall and efforts to find creative ways to save money. The next Skyhawk Club membership newsletter will be mailed out closer to the opening of sports schedules.

V. Diversity and Inclusion Action Plan

Chair Sparks next introduced Dr. Mark McCloud, Interim Director of the Diversity and Inclusion office. Dr. McCloud noted that although he is not new to the campus, he has only served in his new role for 6 weeks. He shared his 90-day plan of high-priority action items including the public adoption of the Skyhawk Creed, built on the pillars of "Respect, Responsibility, and Right Choices," which include respecting people and their property, being responsible for our actions, and making the right choices in terms of academic integrity and denouncing racism, hatred, and bigotry. Never before in our recent history have we faced a global pandemic and a national racial epidemic at the same time. Dr. McCloud hosted a campus-wide virtual forum, Beyond Colorblind Tour, to have a conversation around race and talk about the things we need to do moving forward. Meeting with the Campus Equity and Diversity Officer, Joe Henderson, and HR Director, Michael Washington, the team has developed a listing of training needs and a corresponding timeline. He has a strategy outlined for crafting a Campus Diversity Plan to include policy statements and strategies to address attrition rates, etc. To ensure sustainability, the campus will establish an Inclusive Excellence Council, ensuring Diversity Plans for internal and external stakeholders.

As part of a campus-wide introduction, Dr. McCloud plans to share a diversity manifesto, which will help identify views of the shadow culture experience, transparent to media and students. Resources and information will be shared on a Diversity website.

Dr. McCloud continues a listening tour with campus administrators, students and student leadership, academic community leaders, alumni, and community partners. From these diverse conversations and cultural discussions, he plans to incorporate the feedback into a Campus Report Card, providing a basis for the campus to "assess the trauma and make space for self-awareness to own where we are." As part of these plans, he will establish alliances to address some small wins, identifying quick fixes, and proposed the creation of a Black Faculty and Staff Association and a Women's Faculty and Staff Association developing partnerships to build our team.

The campus plan will identify annual goals and create actionable items around each goal in association with corresponding key stakeholders to ensure our success. Metrics and data will inform each decision as UTM seeks to become a recognized leader in this area. We want our campus to stay ready and not get ready. The tasks ahead will require campus support, including administrative support, and exploring additional staffing needs. Dr. McCloud responded to a question that his primary challenge will be in the number of students, staff, and faculty with diverse attitudes. To address these challenges, he will promote better communication of the resources we have in place, expand plans with each of the five regional centers, and engage the university enterprise. He noted that UTM's curriculum needs to reflect our differences. A diversity website will be a great resource for disseminating information to the campus.

Chancellor Carver complimented UTM alumnus, Dr. McCloud, for hitting the ground running. He further stated that students love Dr. McCloud since his return to UTM more than three years ago to serve as Director of Career Planning and Development. His role in CPAD has prepared him well for his new duties and will serve him in opening communication channels with industry, private business, student internships and graduate schools, and in working with the community. Dr. McCloud has the skills to advance these new campus initiatives and promote our fundraising needs. Currently, he has two spaces available, one office in the Hall-Moody Administration Building and his office in the Boling University Center.

Chancellor Carver noted that within the next 18 months, several units in the Hall-Moody Administration Building will be relocated to Clement Hall providing a common space for student services. At that time, the Administration Building will undergo an HVAC renovation project and a facility space reorganization. Chair Sparks responded that it is refreshing to receive pass through information regarding Admissions updates and reports and requested that Chancellor Carver share similar information regarding the Diversity and Inclusion reports.

VI. Setting Future Dates for Regular Meetings of the Board

Chair Sparks directed the Advisory Board to consider the proposal setting future meeting dates for regular meetings of the Advisory Board from 2021 thru 2023 for approval.

Motion: Hal Bynum moved to adopt the UT Martin Advisory Board regular meeting dates from 2021 thru 2023, as presented in the meeting materials, and Monice Hagler seconded the motion. A roll call vote on the motion was taken, and the motion carried unanimously.

VII. Comments by the Chancellor

Chancellor Carver opened his comments by expressing his enthusiasm for Mr. John Woolfolk's attendance during the meeting and his pending confirmation. Chancellor Carver continued his remarks with encouraging news from Senator John Stevens, who shared a belief that institutions can look forward to some funding of maintenance projects. Additionally, Chancellor Carver reported he remains encouraged with the campus' fall enrollment numbers amid the challenges of a pandemic and during the nation's occurrences of social unrest. He stated that his biggest concern related to students is their willingness to continue their coursework in an online format. Based on national trends from April and May, the campus expected to be down ~500 students, rather than a drop of only 38 student FTE reported today. University enrollments are up and down around the state, but many regional institutions are reporting enrollment declines this fall. At UT Martin, courses are ~50% (completely) online with the remainder of courses offered as hybrid and only a few smaller classes in a face-to-face format. UTM faculty are prepared to deliver course content in a traditional format and, if needed, pivot to a fully-online format.

Chancellor Carver admitted that the campus is very different now in contrast to last year. In fact, if you walk around campus, you will not see as many students walking about. We house ~1,600 students living on campus, which represents a 7% decline in residential students from last year. The Housing staff is utilizing this reduced capacity in support of isolation rooms for COVID cases. For example, we currently have 4 students in our campus isolation area; any students, who test positive, can be moved into one of the reserved isolation rooms, where we furnish them with a TV and provide delivery of three meals a day and snacks. On a positive note, most of our students in isolation are not experiencing the more extreme COVID symptoms.

Our staff is not only concerned about the physical health of students but is equally focused on the emotional and mental health of our students. Our Counseling Center has doubled the number of counseling and telehealth sessions. The incidents of students reporting experiences of anxiety have increased. Our Student Affairs team is keeping Campus Rec open and working to provide additional social activities. Virtual activities include a rhythm and blues concert, artist K Camp private concert, a diversity speaker, online scavenger hunt, and we hope to schedule a movie on the lawn using a large inflatable screen to show movies and college football games.

In quick updates, Chancellor Carver noted that COVID-19 has not disrupted construction of the Latimer Engineering and Science Building. The \$65 million STEM facility, located at the southeast corner of the

Quad in between the Business Administration and Sociology buildings, remains on schedule at this time. He also noted that UT's second priority on the Capital Projects list is a UTM project. Although, this has been a crazy year, Chancellor Carver remains encouraged that the Football Stadium seating project, which was delayed by COVID-related production challenges, should be completed by October 15.

VIII. Closing Remarks by Chair

In closing, Chair Sparks stated that you cannot underestimate the positive influence of Chancellor Carver, Mark McCloud and Kurt McGuffin along with their staffs and the professional importance of what UTM is doing to get through a global pandemic. The faculty and staff have worked hard to engage students in unique ways throughout the pandemic.

He thanked John Woolfolk for attending today's meeting and looks forward to working with him following his confirmation. Chair Sparks expressed his appreciation for the role that Katie Ashley served and continues to perform, pending Mr. Woolfolk's House and Senate confirmation.

The next regular meeting of the Advisory Board is January 22, 2021.

VIII. Adjournment

With no further business to come before the Board, a motion to adjourn was made by Julia Wells and seconded by Monice Hagler. The meeting adjourned at 2:10 p.m.

Respectfully Submitted,

Edie Gibson, Secretary

University of Tennessee Martin Campus Advisory Board

2021 Title IX and Clery Landscape Overview

Ashley Blamey, DSW
UT Title IX Compliance Coordinator
January 22, 2021

Presentation Outline

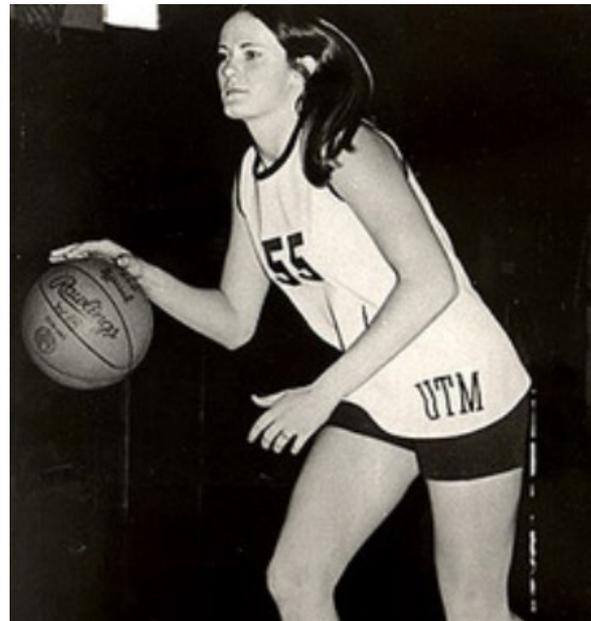
- Define Title IX
- Title IX Commitment
- Regulatory Update
- Clery
- The Future
- Questions

Title IX

“No person in the United States shall, on the **basis of sex**, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education **program or activity** receiving federal financial assistance.”

Title IX Timeline

- 1952, Pat Summit is born in Clarksville, Tennessee
- 1967 a Syracuse University junior was the first woman to officially participate in the Boston Marathon
- 1972, Title IX signed into law by President Richard Nixon
- 1974 Pat Summit graduates becomes coach at University of Tennessee – Women's Basketball was not an NCAA sanctioned sport
- 1976 Cape v. TSSAA



"Because of Title IX, in the years to come, women are going to get scholarships to college to play sports. They're going to be student-athletes. ... Victoria (Cape) can't be a part of this. I can't recruit to play college basketball a young lady who has never run a full-court game. ... I'm going to have to go out of state" Pat Summit

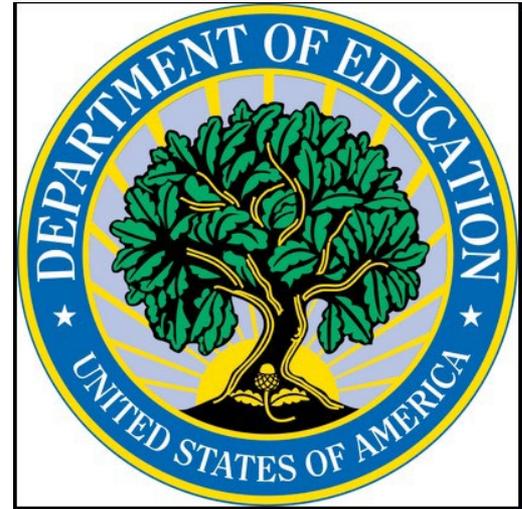
Title IX Timeline

- 1976 Women's Basketball becomes an Olympic Sport
- 1980 Alexander v. Yale incorporated sexual harassment as sex discrimination under Title IX
- 1980 Department of Education established and given oversight of Title IX through the Office of Civil Rights (OCR)
- 1982 Women's Basketball becomes an NCAA Sport
- 1984 US Women's Basketball team wins a gold medal at the Olympics



Title IX Timeline

- 1998 Pat Summitt is the first female coach to be on the cover of Sports Illustrated
- 2001 Revised Sexual Harassment Guidance: Harassment of Students by School Employees, Other Students, or Third Parties
- 2011 Dear Colleague Letter (DCL) issued in by the Office for Civil Rights (OCR).
- 2013 VAWA Reauthorization: Campus SaVE Act University expectation broadened
- 2017 The 2011 DCL was withdrawn and rule making process announced
- 2020 Title IX Regulation issued May 6th and implementation deadline August 14th



Title IX Commitment



- Policy: Our foundation is in the policy and procedures we follow.
- Prevention & Education: Our goal is to prevent sexual misconduct, relationship violence, stalking, and retaliation before they happen.
- Support Measures: Our promise is to provide appropriate support measures to individuals involved in the Title IX process.
- Investigation & Resolution: Our commitments to due process, campus safety, and encouraging reporting guide how we investigate and resolve reports.
- Patterns & Trends: Our responsibility is to use the best available research, evidence based practice, and our own campus and institute trends in our prevention and response efforts.

UTM Title IX Transition

Title IX Transition Team

- Joe Henderson, Title IX Coordinator
- Edie Gibson, Office of the Chancellor
- Dr. Andy Lewter, Student Affairs
- Ryan Martin, Housing
- Chad Worley, Clery
- Shannon Perry, Student Conduct
- Dr. Anderson Starling, Faculty Senate
- Dr. Renee LeFleur, History
- Danelle Fabianich, Athletics
- Michael Washington, Human Resources
- Sarah Knapp, Public Relations
- Dr. George Daniel, First Year Initiative

Transition Timeline

- May 6, 2020 Department of Education releases new Title IX regulations
- Implementation Team Meetings
 - May 26, 2020
 - June 4, 2020
 - June 11, 2020
 - June 25, 2020
 - July 16, 2020
 - July 23, 2020
 - July 28, 2020
 - August 7, 2020
- August 13, 2020 UTM Town Hall via Zoom

Regulation Key Provisions

Title IX Sexual Harassment defined:

(1) An employee of the University conditioning the provision of an aid, benefit, or service of the University on an individual's participation in unwelcome sexual conduct;

(2) Unwelcome conduct determined by a reasonable person to be so severe, pervasive, and objectively offensive that it effectively denies a person equal access to the University's education program or activity;
or

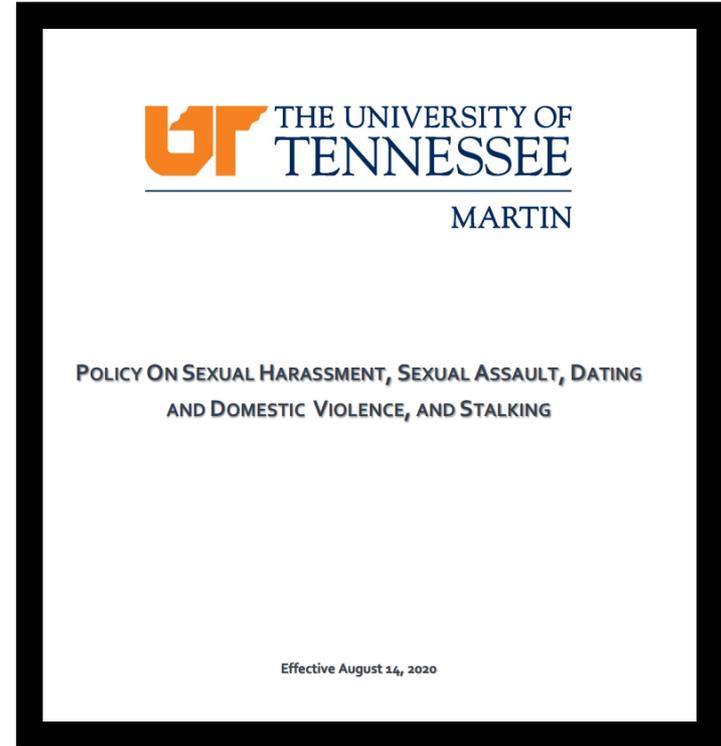
(3) Sexual assault, dating violence, domestic violence, or stalking.

Location of Incidents:

Title IX only applies to incidents that occur within the school's education program or activities, and does not apply outside the United States.

Regulation Key Provisions

- (1) Students, faculty, and staff
- (2) Standard of evidence
- (3) Right to an advisor
- (4) Investigations
- (5) Live hearing
- (6) Cross examination
- (7) Appeals



The Clery Act

- The *Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act* (Clery Act) is a federal law requiring disclosure of certain safety information
- Applies to all colleges and universities that participate in federal student aid programs
- Compliance is monitored by the Department of Education

2020 ANNUAL SECURITY & FIRE SAFETY REPORT

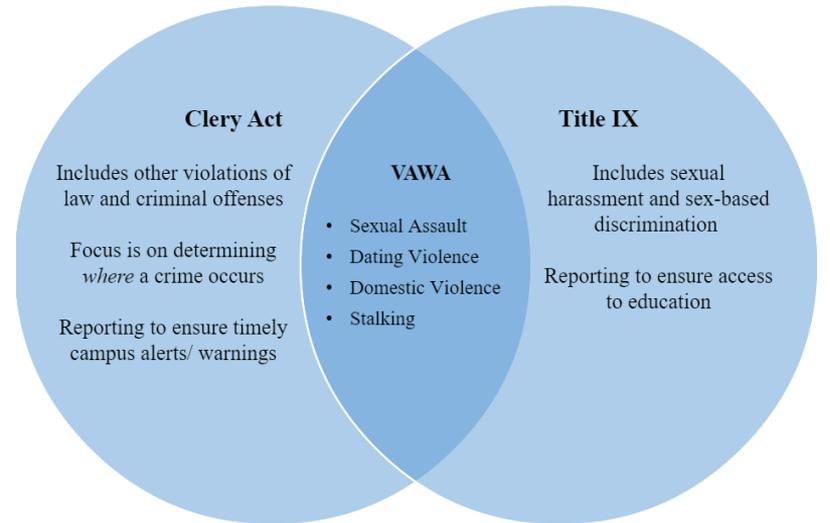
For UT Martin Main Campus and Centers
(Jackson, Parsons, Ripley, Selmer, and Somerville)

Reflects statistics from
January 1, 2017 through
December 31, 2019.

A printed copy of this
report is available upon
request.

Clery Act and Title IX

- Applies to certain categories of crimes
- Applies to crimes committed in specific geographic locations
- Applies to crimes reported to a Campus Security Authority (“CSA”)
- Requires alerts to campus community about threats to safety
- Requires crimes be recorded in a Daily Crime Log and the Annual Security Report



UTM Review Team

- Edie Gibson (UTM Executive Assistant to the Chancellor and Review Team Chair)
- Dr. Ashley Blamey (System Title IX Coordinator)
- Joe Henderson (UTM Title IX Coordinator)
- Dr. Andy Lewter (UTM Vice Chancellor for Student Affairs)
- Ryan Martin (UTM Assistant Director of Residence Life)
- Christina Moradian (System Deputy Title IX Coordinator)
- Shannon Perry (UTM Student Conduct Officer)
- Rachel Powell (System Assistant General Counsel)
- Lt. Chad Worley (UTM Public Safety Clery Act Coordinator)

UTM 2020-2021

- Improved data collection and recordkeeping
- Enhanced Campus Security Authority program
- Changes to website
- Updates to reporting forms
- Enhanced tracking and training of CSAs
- Improved Student Conduct and Title IX processes
- Clarified protocols for student support
- Increased support staffing
- Hearing Officer
- Care Team Case Manager
- Developed online reporting capabilities
- Modified UTM Police Response Tracker

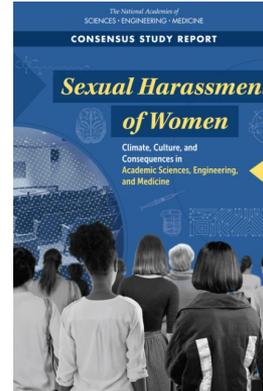
The Future is Collaboration

Prevention

- Identify higher risk populations
- Set the expectation
- Acknowledge the changes in culture
- Address the known secrets
- Address low level behaviors
- Educate new faculty
- Increase campus level training

Compliance

- National Science Foundation, NASA, National Institutes of Health
- Department of Education



Thank you & Questions

2021 Title IX and Clery Landscape Overview

Ashley Blamey, DSW
UT Title IX Compliance Coordinator
January 22, 2021

MEET THE CLASS OF 2024



THE UNIVERSITY OF
TENNESSEE
MARTIN

1,110
NEW FRESHMEN

7,119
TOTAL STUDENTS

TOP 8 MAJORS

- AGRICULTURE (GENERAL)
- NURSING
- ENGINEERING
- HEALTH & HUMAN PERFORMANCE
- MANAGEMENT
- BIOLOGY
- INTEGRATED STUDIES
- CRIMINAL JUSTICE

TOP 3 COUNTRIES

- CANADA
- SAUDI ARABIA
- SPAIN



MOST POPULAR NAMES
FIRST NAMES

MALE:

- WILLIAM
- JACOB
- MATTHEW
- BRANDON
- *NICOLAS
- *JOHN
- *ANDREW

**TIED*

FEMALE:

- ANNA
- EMILY
- LAUREN
- ABIGAIL
- ELIZABETH

LAST NAMES

- SMITH • JOHNSON
- WILLIAMS • DAVIS
- *BROWN • *JONES

NEWEST **SKYHAWKS**
REPRESENT

68
OF 95
TENNESSEE COUNTIES



AND ARE FROM
24 STATES AND
3 COUNTRIES

TOP 5 STATES

- TENNESSEE
- FLORIDA
- ALABAMA
- ILLINOIS
- MISSOURI



**STUDENT
ATHLETES**

99

18

ROTC CADETS

TOP HONORS PROGRAM STUDENTS

UNIVERSITY SCHOLARS **30**
(MAXIMUM CAPACITY)

CHANCELLOR SCHOLARSHIPS **164**

99%
**ENROLLED
FULL-TIME**

56%
OF STUDENTS IN A LIVING
LEARNING COMMUNITY
(LLC) ARE NEW FRESHMAN



683 • FEMALE • **62%**
427 • MALE • **38%**



16 — **AGE RANGE** — **49**



The University of Tennessee is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA institution in the provision of its education and employment programs and services. All qualified applicants will receive equal consideration for employment without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status. Inquiries should be directed to the Office of Equity and Diversity (OED), 303 Administration Building, Martin, TN 38238, (731) 881-3505 Office, (731) 881-4889 TTY, Hearing Impaired, (731) 881-3507 Fax, equityanddiversity@utm.edu, <http://www.utm.edu/departments/equalopp/>. In compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (The Clery Act), UTM's annual security report includes statistics for the previous three years concerning reported crimes that occurred on or around the campus and UTM's emergency response and evacuation procedures. You can view the report at <http://www.utm.edu/departments/finadmin/publicsafety/annualreport.php> or you may obtain a paper copy of the report by contacting the Office of Public Safety, 215 Hurt Street, Martin, TN 38238 or calling (731) 881-7777. Data on intercollegiate athletics program participation rates and financial support may be found at http://www.utm.edu/webshare/consumer_docs/09-10%20DOE-EADA%20Report.pdf and printed copies may be obtained through the Office of Intercollegiate Athletics, 1022 Elam Center, Martin, TN 38238 or by calling (731) 881-7660. E05-0105-0-004-21

FALL 2020 Undergraduates



THE UNIVERSITY OF
TENNESSEE
MARTIN

5,151
DEGREE SEEKING

73.8% FRESHMEN
RETENTION

53.7% GRADUATION
6 YEAR RATE



9% STUDENT
ATHLETES

26.6%
1ST GENERATION STUDENTS

TOP 4 COUNTRIES

SAUDI ARABIA
GERMANY
INDIA
UNITED KINGDOM



TOP 10 COUNTIES

WEAKLEY MADISON
SHELBY DYER
GIBSON HENRY
OBION HENDERSON
CARROLL TIPTON



TOP 10 STATES

TENNESSEE
ILLINOIS
KENTUCKY
MISSOURI
FLORIDA
MISSISSIPPI
ALABAMA
GEORGIA
MICHIGAN
OHIO



TOP 10 MAJORS

AGRICULTURE (GENERAL)

NURSING

HEALTH & HUMAN
PERFORMANCE

MANAGEMENT

INTEGRATED STUDIES

AGRICULTURAL BUSINESS

INTERDISCIPLINARY STUDIES

ENGINEERING

BIOLOGY

CRIMINAL JUSTICE

47% ARE
PELL-ELIGIBLE



INCOME PERCENTILES OF DEPENDENT TENNESSEE RESIDENTS



\$35,301

25TH PERCENTILE



\$69,237

50TH PERCENTILE



\$114,437

75TH PERCENTILE

83%
RECEIVED
FINANCIAL AID



16 — AGE RANGE — **72**



IN 2019-2020

38%

GRADUATED
DEBT-FREE



University of Tennessee Martin Board Presentation

Sylvia Ewell

Associate Vice President

January 22, 2021

MAKE AN IMPACT

We measure our success by our clients' outcomes.

BREAK NEW GROUND

We believe that a prosperous future requires bravely moving forward.

TAKE OWNERSHIP

We take seriously the trust involved in serving clients and colleagues.

WORK TOGETHER

We believe talented people are drawn to meaningful work in a collaborative environment.



“

The future ain't what it
used to be...”



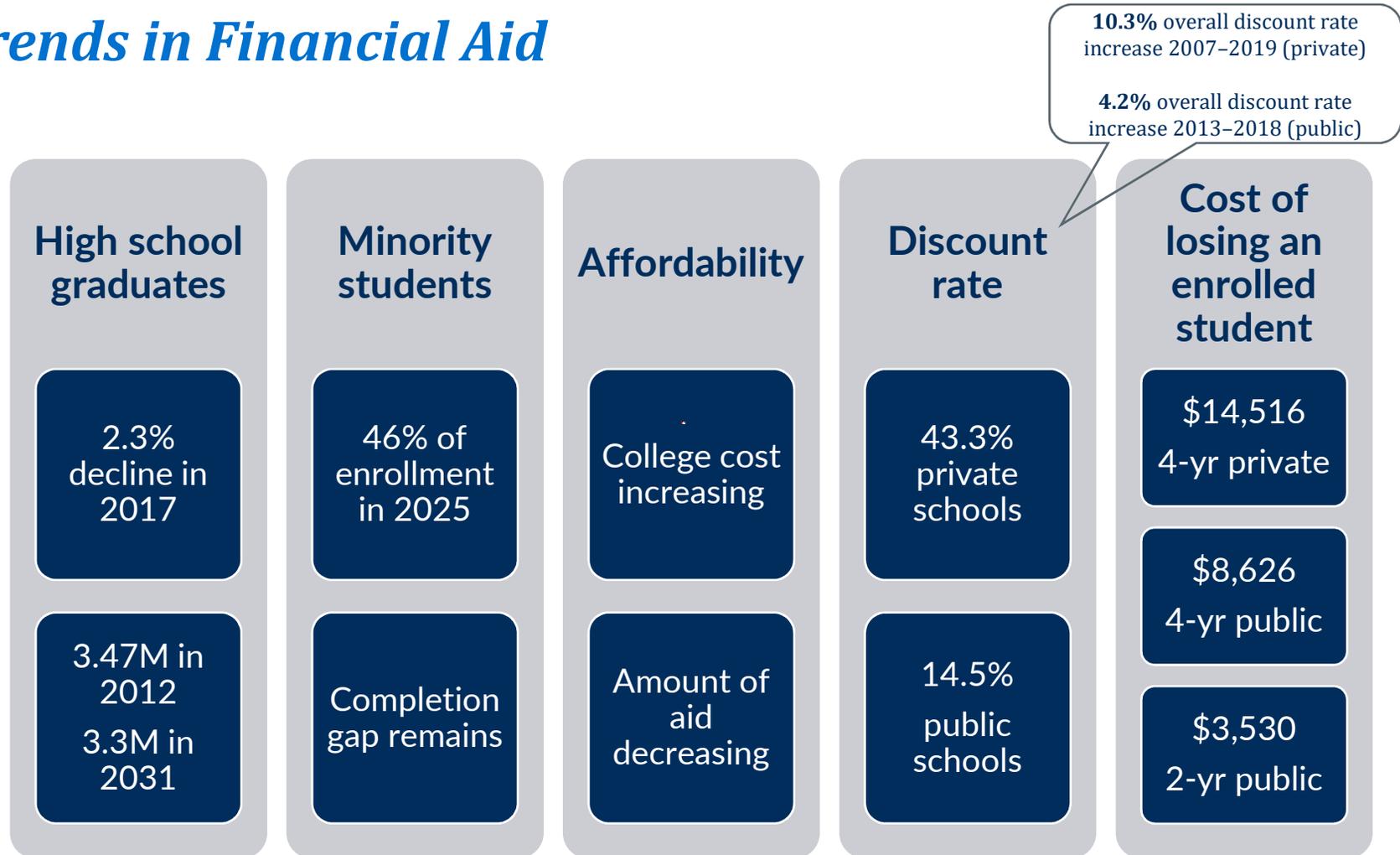
Yogi Berra



Photo transferred from [Wikipedia](#)

Today's Landscape

Trends in Financial Aid



An aerial photograph of a vast, snow-covered mountain range, likely the Himalayas, under a clear blue sky. The snow is thick and covers the peaks and valleys, with some rocky outcrops visible. The overall scene is serene and majestic.

COVID-19 Impact on FA2020 and FA2021 Recruiting Cycles

First-year Incoming Freshmen and Transfers

Academic Year	Institutions	Admitted Record Count	Enrolled Record Count
2018	265	1,109,203	313,184
2019	260	1,139,677	320,800
2020	262	1,154,795	306,214

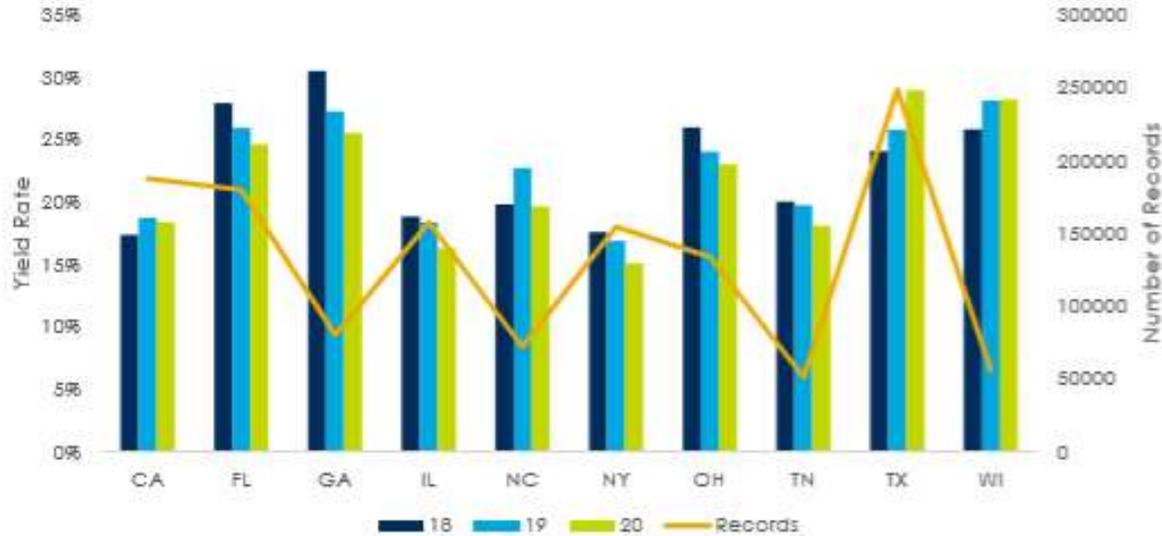
First-Year Students	Number of Records	Yield Rate	Melt Rate
2018	961,011	24.2%	3.6%
2019	987,563	24.1%	3.1%
2020	1,009,738	22.6%	3.3%

Transfer Students	Number of Records	Yield Rate	Melt Rate
2018	148,192	54.5%	7.9%
2019	152,114	54.6%	8.5%
2020	145,157	53.7%	10.8%

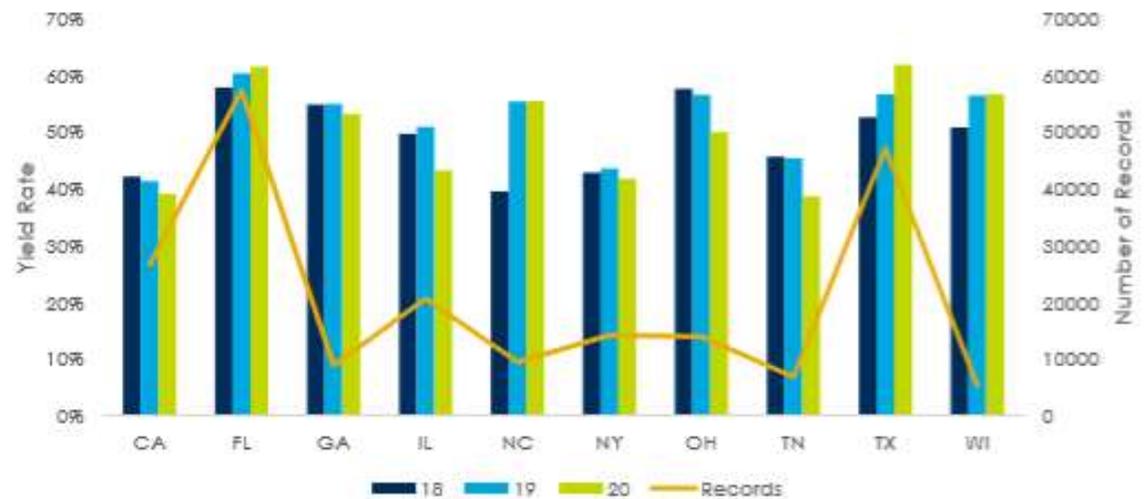


Top 10 States with Highest Reported COVID-19 Cases

First-Year Yield Rates for Student's Home State of Top 10 States with Highest Reported COVID-19 Cases



Transfer Yield Rates for Student's Home State of Top 10 States with Highest Reported COVID-19 Cases



Institution Size Yield and Melt Rate

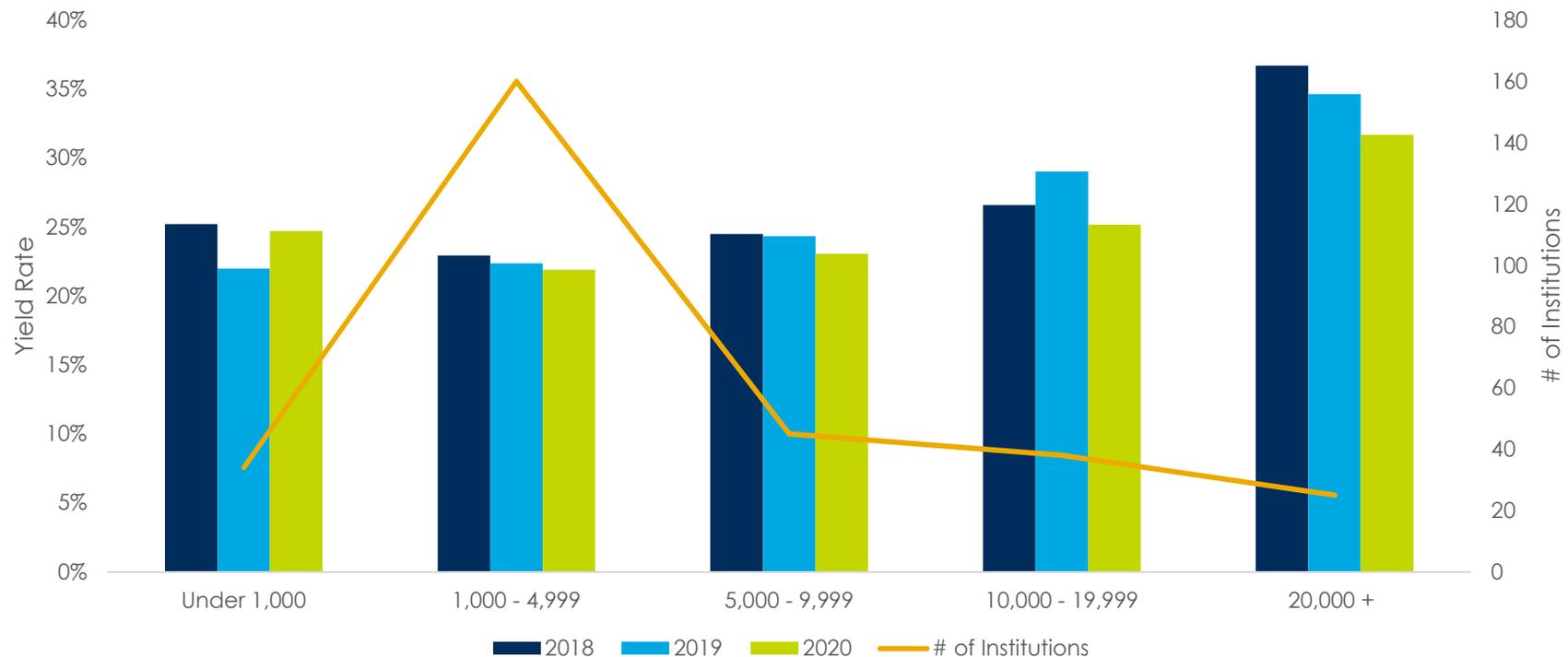
Urban Group		2018	2019	2020		2018	2019	2020
City: Large/Medium	Yield Rate	25.72%	25.65%	22.69%	Melt Rate	18.80%	12.39%	16.06%
City: Small		25.47%	32.39%	26.54%		10.34%	13.08%	13.84%
Rural		28.35%	27.25%	26.86%		11.82%	13.56%	15.07%
Suburb: Large/Medium		28.49%	27.06%	24.76%		10.62%	10.40%	14.80%
Suburb: Small		32.87%	32.15%	31.48%		18.07%	11.68%	8.95%
Town		28.39%	29.27%	28.28%		10.04%	13.17%	13.82%

In 2020, yield rates are down across the U.S. in the response of Covid-19. Overall yield rates are down 1.63% from 2019 and melt rates are up 0.45% from 2019 as well.

Campus location is playing into the after effects of Covid-19. Student yield rates are down more for institutions located in a more urban or city setting.



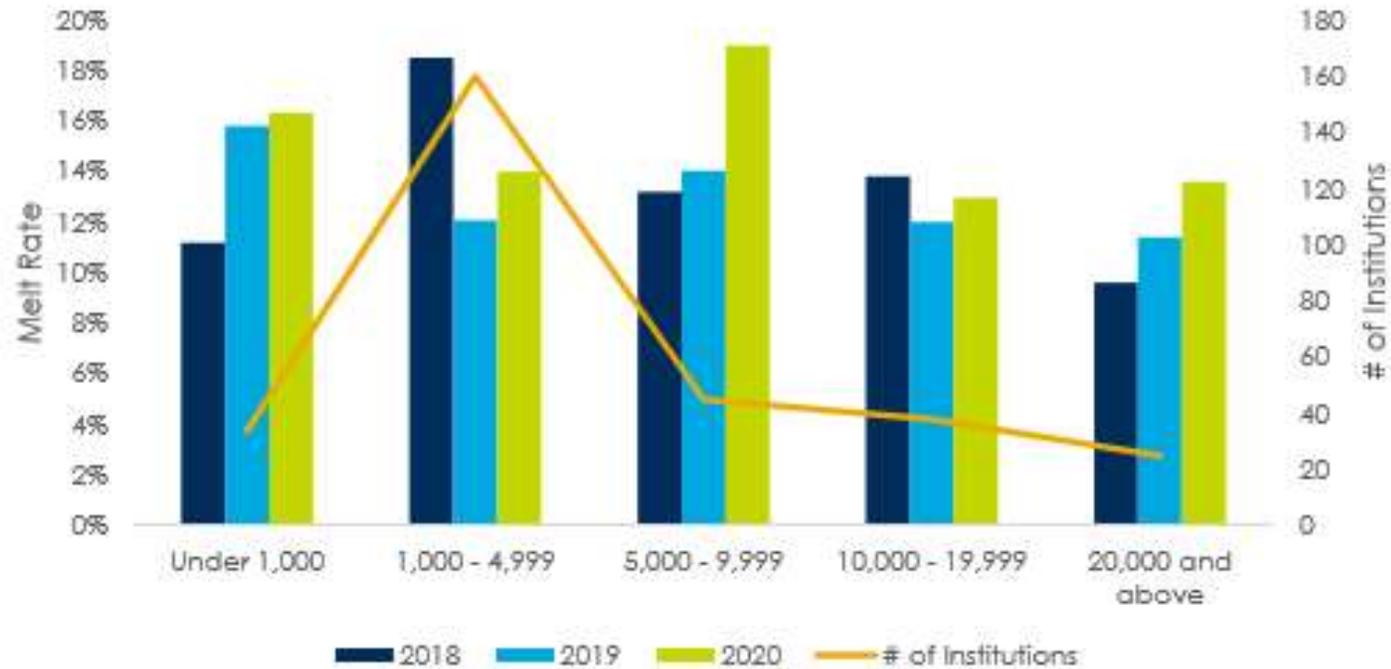
Yield Rates Based on Institution Size



Using 2018 institution size data from IPEDS, schools were placed in 5 bins and their yield rates were evaluated. As school size increases, we can see there is a noticeable drop in yield.



Melt Rates Based on Institution Size



Melt rate was correlated with yield rate in this situation as institutions with greater than 5000 students were seeing an increase in melt rate from the prior years along with a decrease in yield rate.



Yield/Melt Rates by Institution Type

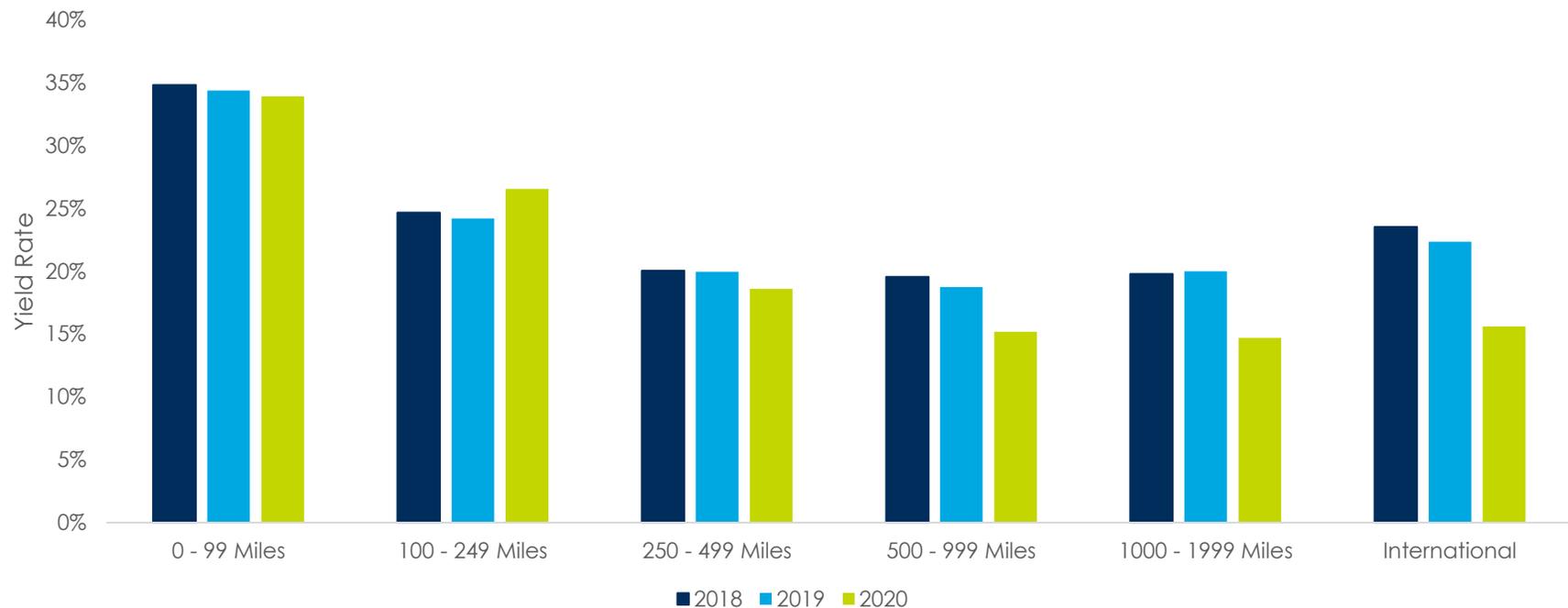
First-Year Students							
YIELD RATE				LT RATE			
Sector	2018	2019	2020	Sector	2018	2019	2020
PRIVATE	21.41%	19.52%	18.40%	PRIVATE	10.90%	12.08%	14.93%
PUBLIC	29.11%	28.84%	27.06%	PUBLIC	9.97%	10.11%	11.85%

Transfer Students							
YIELD RATE				MELT RATE			
Sector	2018	2019	2020	Sector	2018	2019	2020
PRIVATE	46.49%	46.54%	43.80%	PRIVATE	16.67%	16.69%	22.01%
PUBLIC	60.41%	58.71%	58.22%	PUBLIC	13.31%	13.25%	16.04%

First-Year students at publics and privates had a slightly less than normal yield, while melt is also up across both sectors. For transfers, yield rates were similar for publics, while privates had a significant drop. Melt rate for transfers was also much higher than historical years.



Yield Rate of Students Based on Distance from Home



Students for the fall of 2020 are showing to be less likely to travel farther from home given the pandemic. As students approached roughly 250 miles from home, there began to be a decrease in yield.



Melt Rate of Students Based on Distance from Home



Students who were over 250 miles from home had a higher percentage of students who melted in 2020 compared to prior years.



Yield Rates by Income and FAFSA filers

First-Year Yield Rates based on Income Level

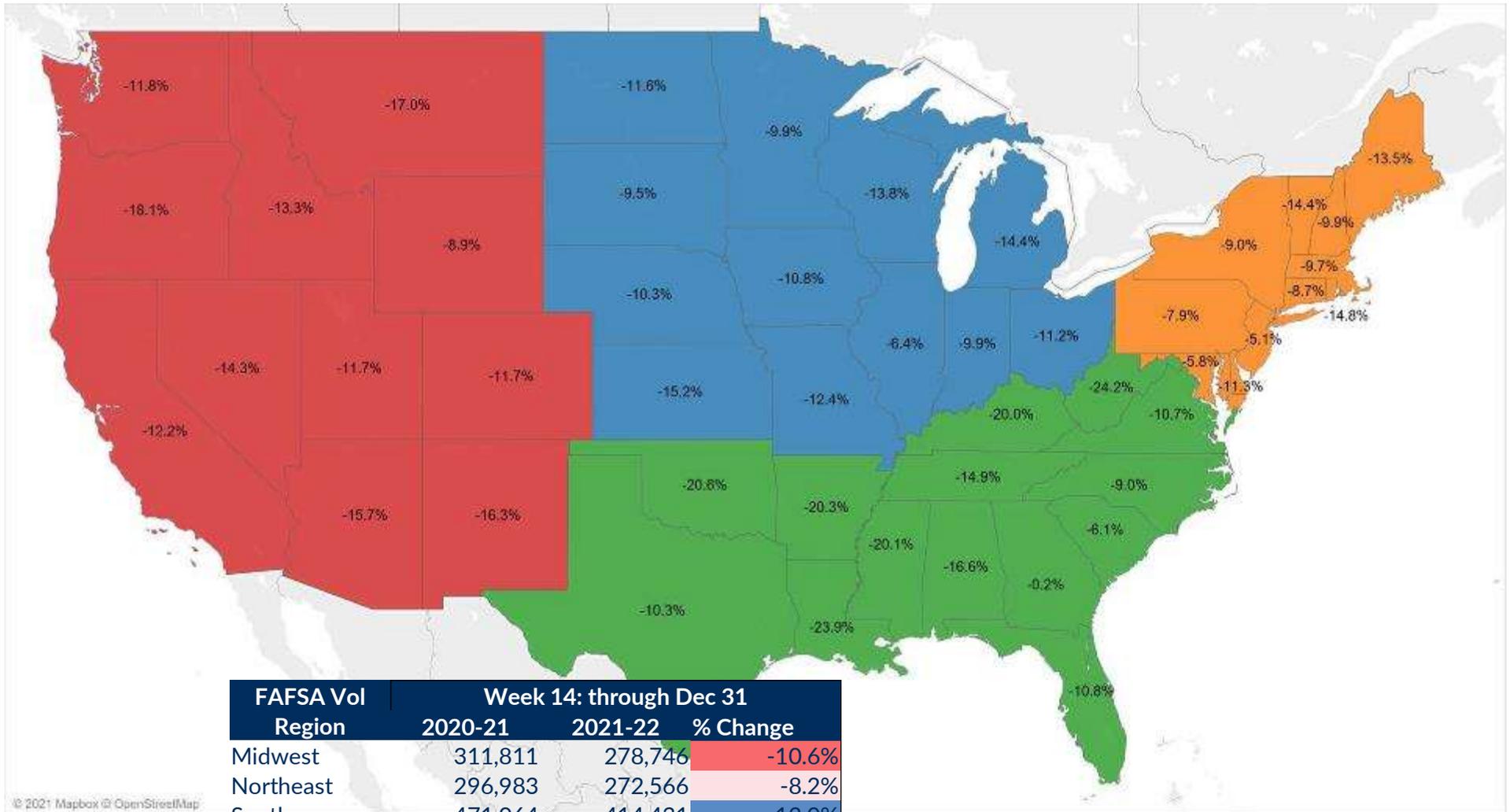


There was an increase in the number of students who were eligible for full Pell, and a decrease in students who were eligible for partial Pell. There was a significant increase in the number of first-year students whose EFC was greater than \$10,000



FAFSA Submission Volume by Region

Change in FAFSA Volume – Week 14 – through December 31



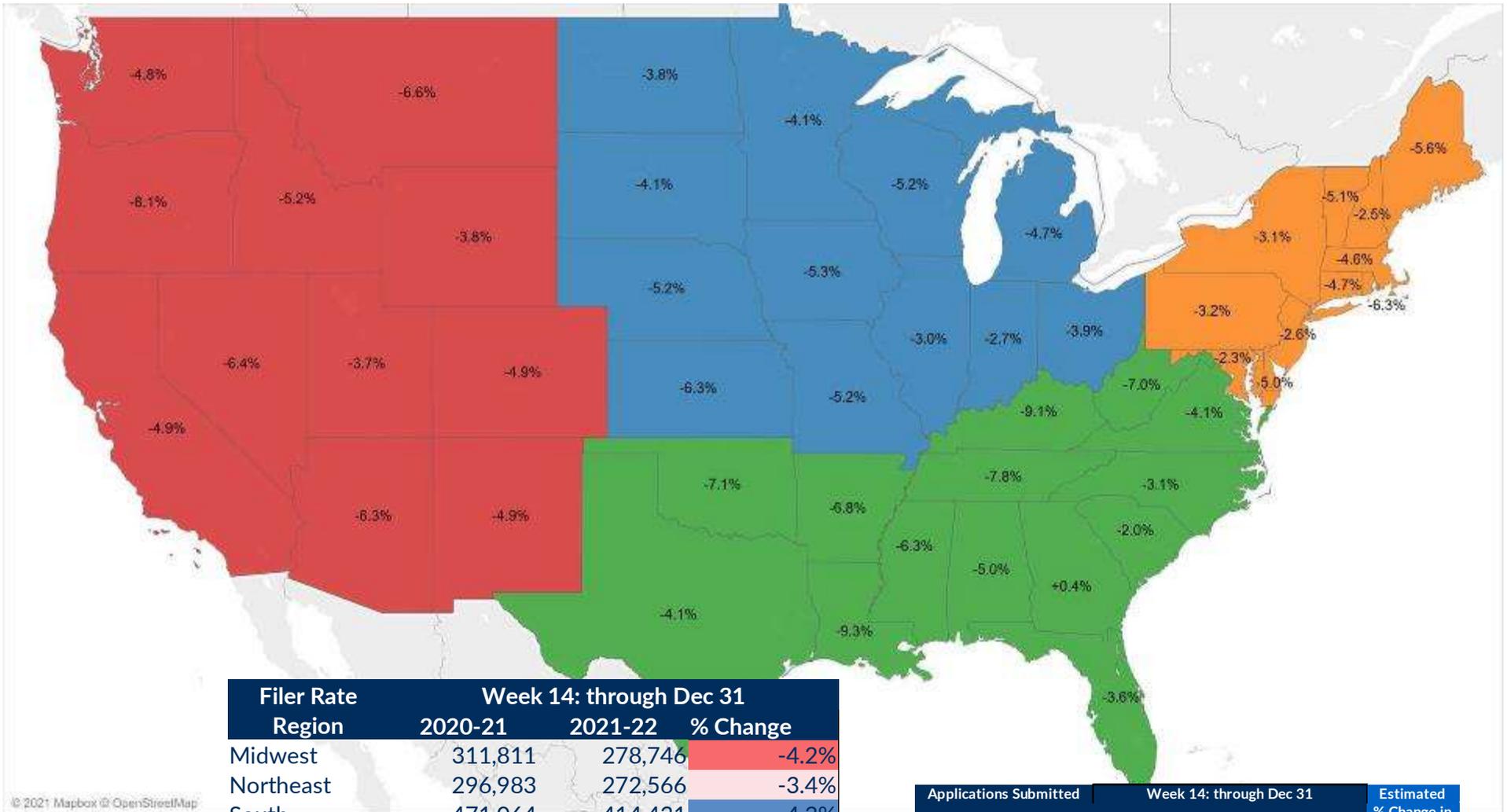
FAFSA Vol Region	Week 14: through Dec 31		
	2020-21	2021-22	% Change
Midwest	311,811	278,746	-10.6%
Northeast	296,983	272,566	-8.2%
South	471,064	414,431	-12.0%
West	311,654	271,823	-12.8%
Totals	1,391,512	1,237,566	-11.1%

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Estimated FAFSA Filing Rates

Change in Estimated Filer Rate – Week 14 – through December 31



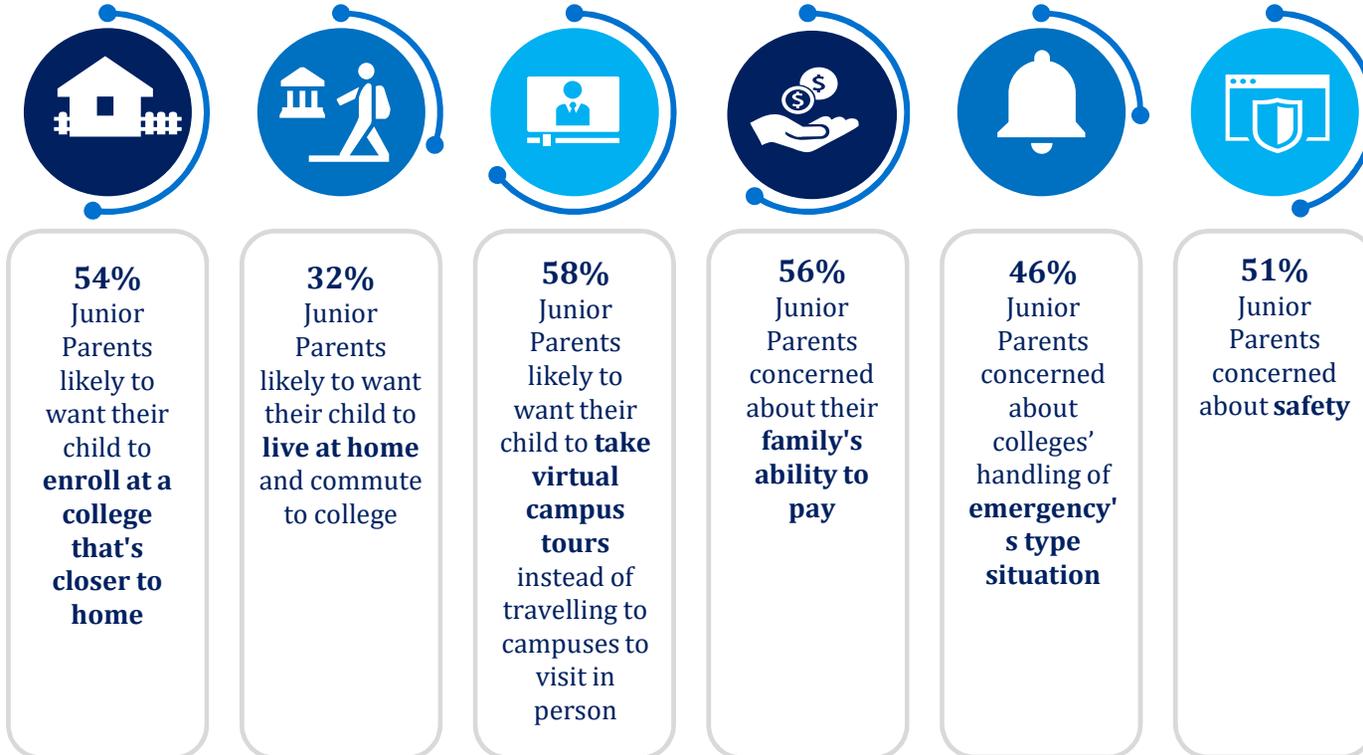
Filer Rate Region	Week 14: through Dec 31		
	2020-21	2021-22	% Change
Midwest	311,811	278,746	-4.2%
Northeast	296,983	272,566	-3.4%
South	471,064	414,431	-4.3%
West	311,654	271,823	-5.1%
Totals	1,391,512	1,237,566	-4.3%

Applications Submitted		Week 14: through Dec 31			Estimated % Change in Filing
Region	States	2020-21	2021-22	% Change	
South	TN	38,210	32,531	-14.9%	-7.8%

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As a Result of COVID-19



Parents of Juniors

95% important

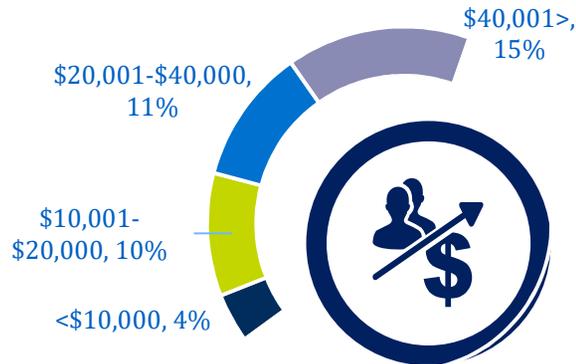


How important will financial aid & scholarships be in helping your child decide where to attend?

96% difficult



How difficult will it be to pay for your child's college education?



How much are you planning on borrowing to pay for your child's undergraduate education?

42% don't know how much they will borrow
17% not borrowing



As a result of COVID-19 50% think college will cost more than it did before

How COVID-19 has affected athletic opportunity.

Juniors

Spring high school sports cancelled	75%
Spring club sport seasons cancelled or postponed	57%
College on-campus visits/tours cancelled	70%
Spring recruiting events cancelled	57%
Showcase tournaments cancelled	51%
Limited ability to connect with college coaches	48%
Summer sport camps cancelled	43%

Seniors

College on-campus visits/tours cancelled	62%
Spring high school sports cancelled	60%
Limited ability to connect with college coaches	43%
Spring recruiting events cancelled	38%
Showcase tournaments cancelled	32%
Spring club sport seasons cancelled or postponed	31%
Cancellation of ACT/SAT testing opportunities	25%



RNL, CampusESP, Cappex, & NAIA. (2020). *College Planning and the Perceptions of Parents After COVID-19*. Cedar Rapids, Iowa: Ruffalo Noel Levitz.

What is different for fall '21?

- We are still in the **middle of a pandemic**, which creates a lot of uncertainty
- The admission team **cannot travel** the way that they have in the past (and have not traveled since last fall)
- We cannot host the volume of **campuses visitors** in large scale events as we have in previous years
- We are not only trying to yield students in a pandemic, but we are trying to get them to raise their hands and **apply**
- Our **funnel will be smaller** than it was for fall '20 due to travel restrictions, low availability of test taker names to purchase and overall uncertainty in the market
- Limited/Low availability of standardized test, which creates the need for some campuses to **award scholarships solely on HS GPA**
- Families are **more concerned about paying for college**, PPY for FAFSA means that we need to communicate the process for professional judgement to students and families



A person wearing a blue button-down shirt is holding a smartphone in their right hand, positioned over a laptop keyboard. The scene is dimly lit and has a blue color overlay. The text is centered over the image.

RNL 2019 Discounting Report for Four-year Private and Public Institutions

Discounting Formulas Used by RNL

RNL Uses Two Primary Definitions for Discounting

$$\text{OVERALL DISCOUNT RATE} = \frac{\text{UNFUNDED GIFT AID}}{\text{GROSS REVENUE}}$$

(Including room and board)

$$\text{TUITION AND FEE DISCOUNT RATE} = \frac{\text{ALL INSTITUTIONAL AID}}{\text{TUITION AND FEES}}$$

(Including tuition exchange, but excluding employee benefits)



Benchmark Snapshot: Public Four-year

ALL PUBLIC STUDENTS

14.4%
OVERALL DISCOUNT RATE
2018: 16.7%

\$17,363
AVERAGE OVERALL
NET REVENUE
2018: \$17,445

\$3,755
AVERAGE INSTITUTIONAL
GIFT AID

-0.9%
ENROLLMENT CHANGE
(2018-19)

11.7%
MELT RATE
(deposited but did not enroll)

RESIDENTS

13.8%
OVERALL DISCOUNT RATE
2018: 14.5%

\$15,299
AVERAGE OVERALL
NET REVENUE
2018: \$15,314

\$3,066
AVERAGE INSTITUTIONAL
GIFT AID

-1.6%
ENROLLMENT CHANGE
(2018-19)

10.8%
MELT RATE
(deposited but did not enroll)

NON-RESIDENTS

22.5%
OVERALL DISCOUNT RATE
2018: 23.8%

\$23,744
AVERAGE OVERALL
NET REVENUE
2018: \$23,482

\$7,998
AVERAGE INSTITUTIONAL
GIFT AID

1.8%
ENROLLMENT CHANGE
(2018-19)

17.5%
MELT RATE
(deposited but did not enroll)

14.4%



Overall
discount rate



First-year Student 2019 Benchmark Data: Overall, Resident, Non-resident

Public Four-year Institutions

Institution Type	AVERAGE OVERALL DISCOUNT RATE FOR FRESHMAN	AVERAGE TUITION & FEE DISCOUNT RATE FOR FRESHMAN	AVERAGE TUITION & FEE DISCOUNT RATE CHANGE	AVERAGE OVERALL NET REVENUE FOR FRESHMAN	AVERAGE NET TUITION & FEE REVENUE FOR FRESHMAN	AVERAGE OVERALL CHANGE IN NET REVENUE PER STUDENT	AVERAGE INSTITUTIONAL GIFT AID PER STUDENT	AVERAGE TUITION INCREASE
All public students	14.4%	30.3%	-1.6%	\$17,363	\$8,626	1.7%	\$3,755	4.3%
Residents	13.8%	30.7%	0.2%	\$15,299	\$7,058	-1.3%	\$3,066	2.7%
Non-residents	22.5%	38.7%	0.6%	\$23,744	\$13,102	-10.8%	\$7,998	3.5%



Transfer Student 2019 Benchmark Data: Overall Discounting and Revenue Outcomes

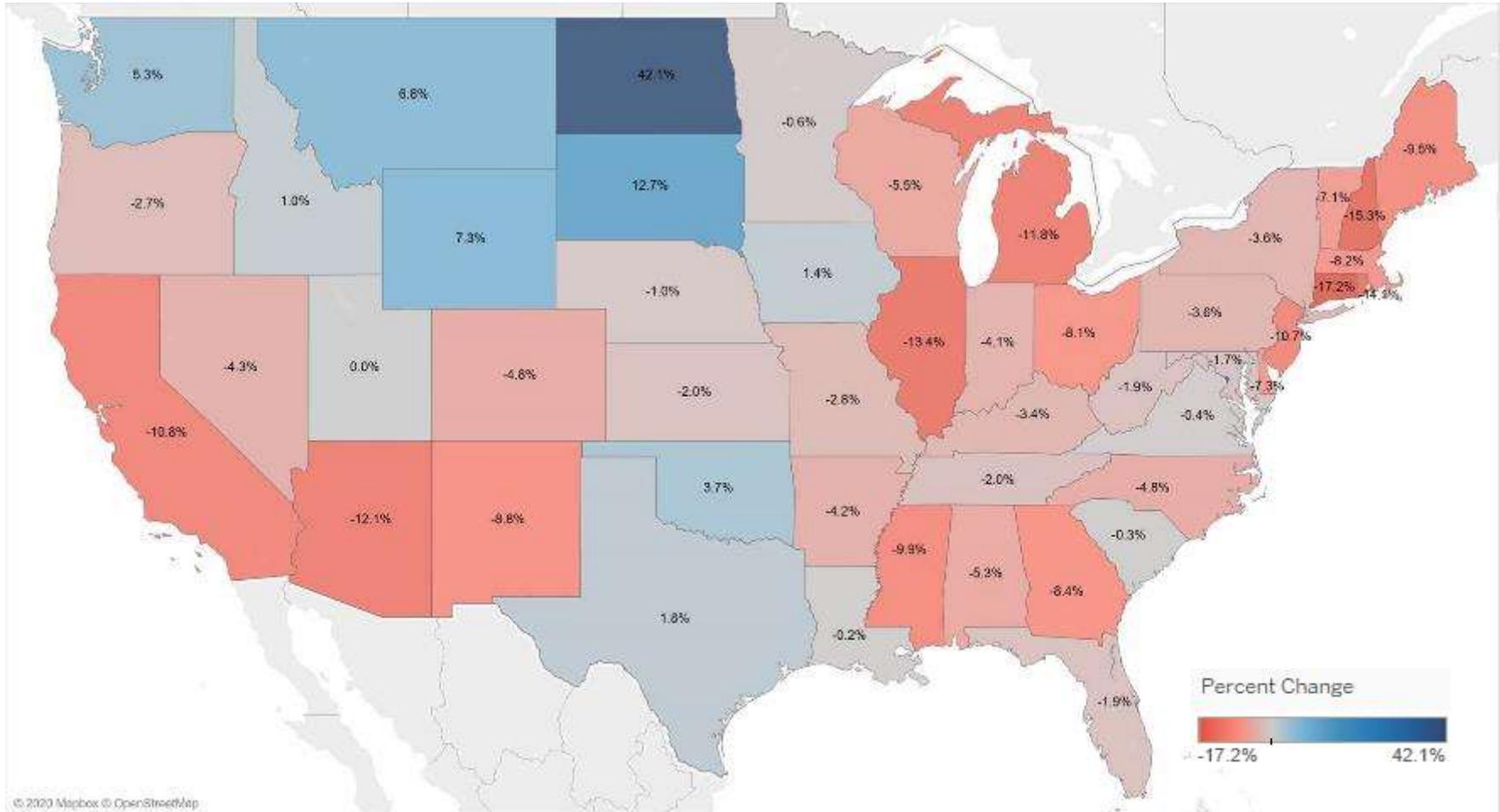
Public Four-year Institutions

Institution Type	AVERAGE OVERALL DISCOUNT RATE FOR TRANSFERS	AVERAGE TUITION & FEE DISCOUNT RATE FOR TRANSFERS	AVERAGE TUITION & FEE DISCOUNT RATE CHANGE	AVERAGE OVERALL NET REVENUE FOR TRANSFERS	AVERAGE NET TUITION & FEE REVENUE FOR TRANSFERS	AVERAGE OVERALL CHANGE IN NET REVENUE PER STUDENT	AVERAGE INSTITUTIONAL GIFT AID PER STUDENT	AVERAGE TUITION INCREASE
ALL PUBLIC STUDENTS	11.0%	15.7%	-0.7%	\$13,521	\$10,302	5.1%	\$1,904	5.0%
RESIDENTS	9.1%	13.9%	0.0%	\$11,609	\$8,751	2.4%	\$1,399	3.3%
NON-RESIDENTS	17.3%	22.0%	-1.9%	\$21,257	\$16,823	11.8%	\$4,657	5.6%



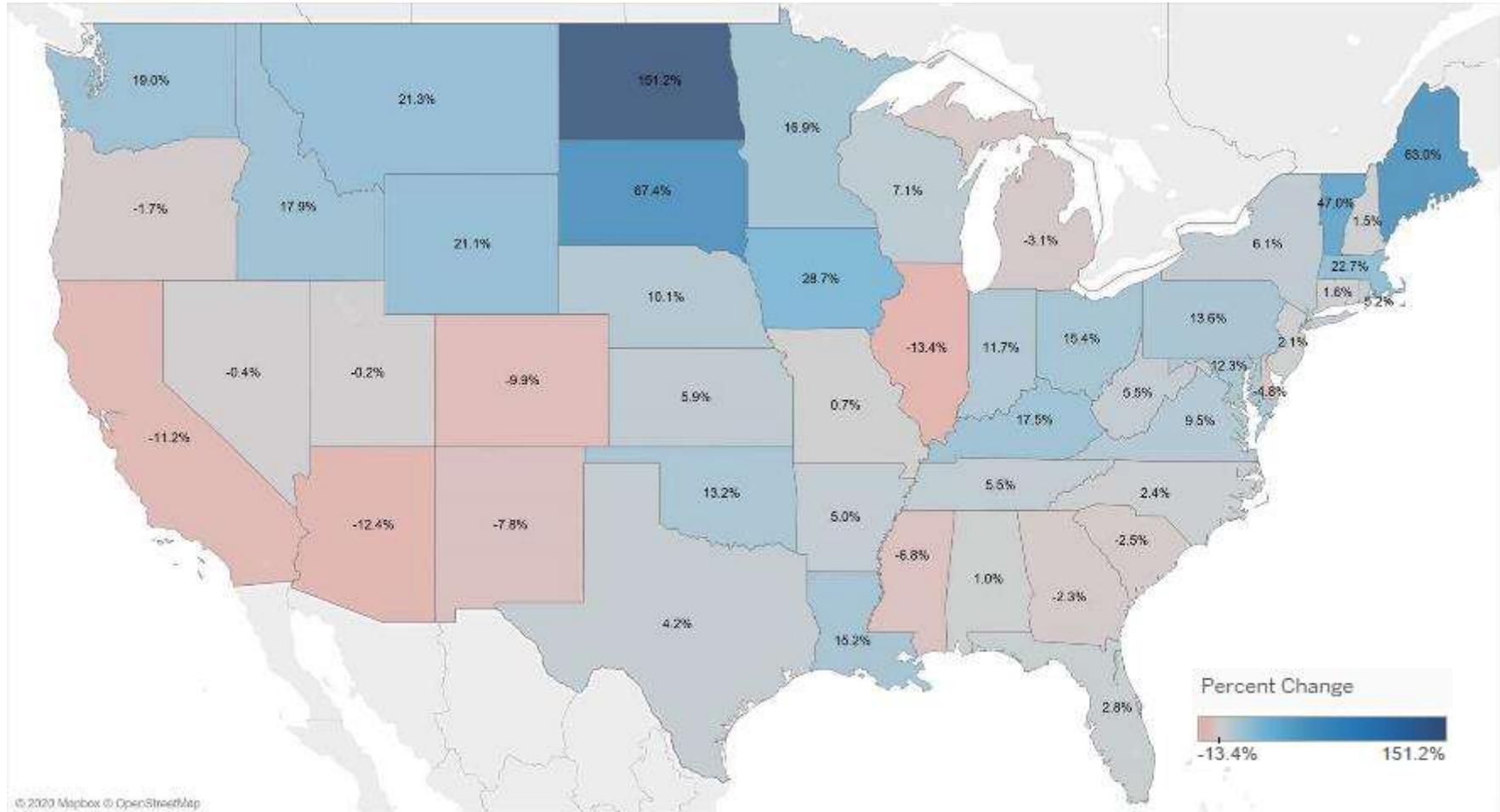
Projected Change in High School Graduates

Public and Non-public, 2020-21 to 2030-31



Projected Change in High School Graduates

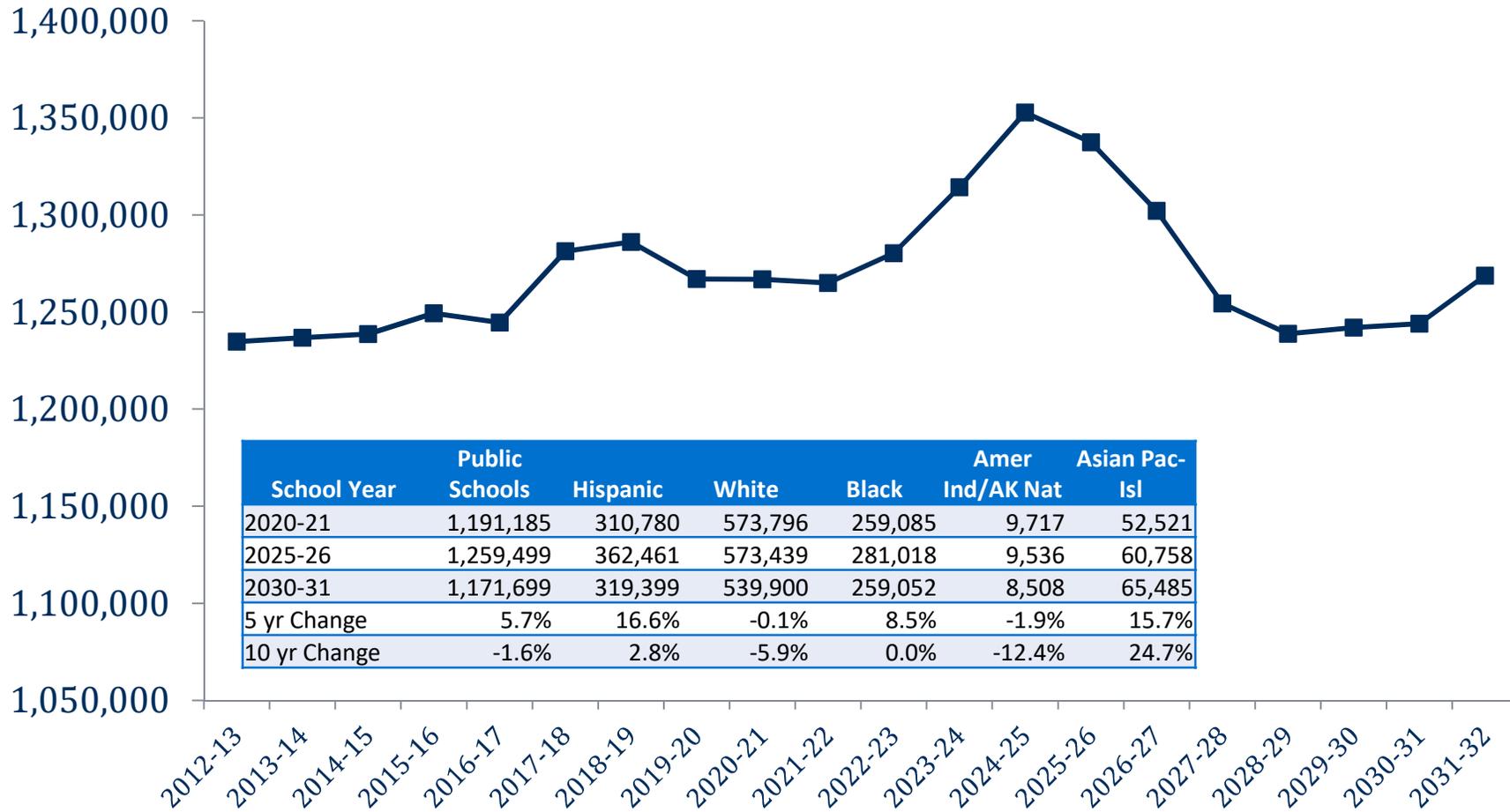
Students of Color, 2020-21 to 2030-31



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Western Interstate Commission for Higher Education

Projected Change in High School Graduates

South 2013-32



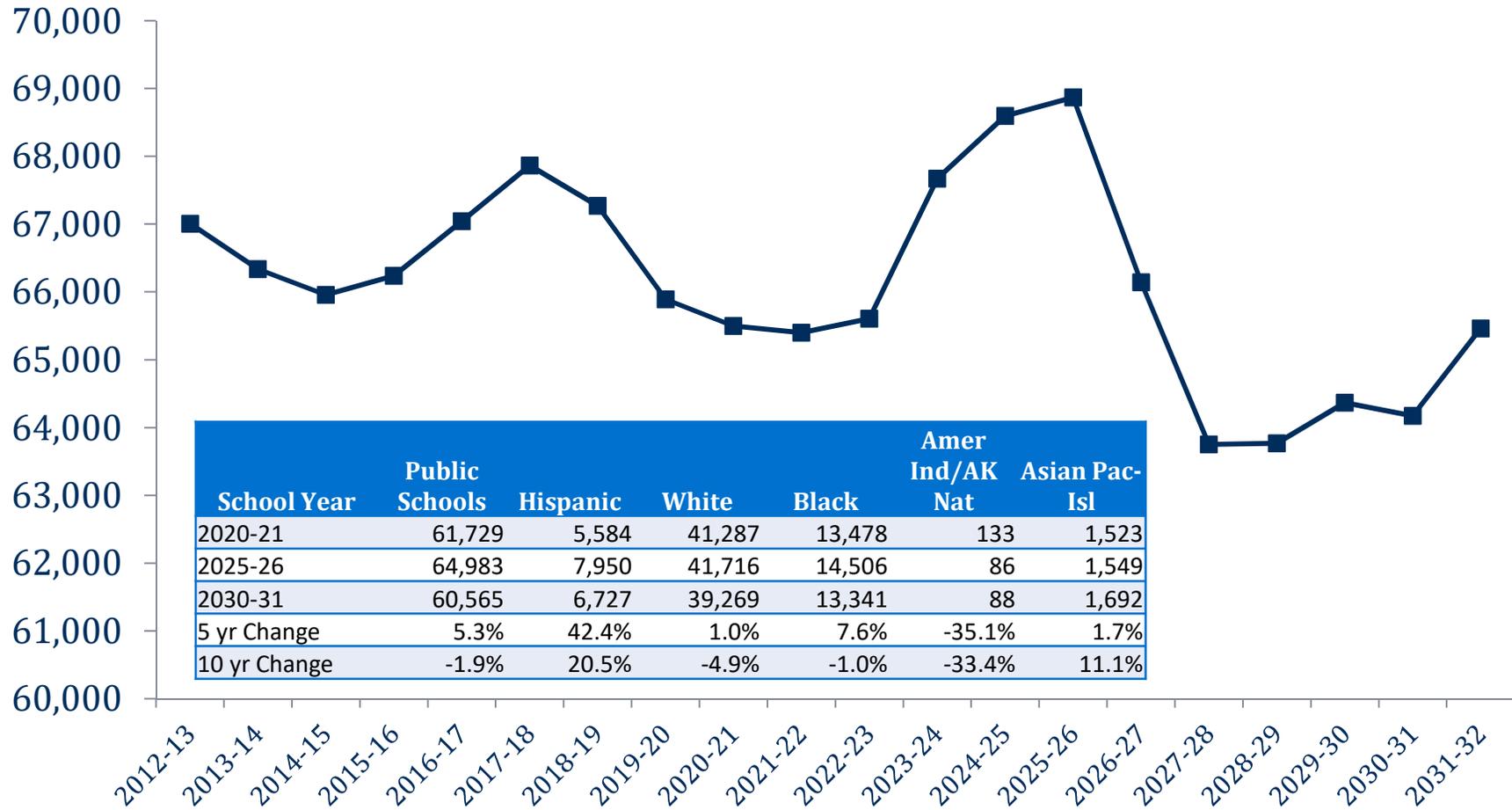
(AL, AR, DE, DC, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV)



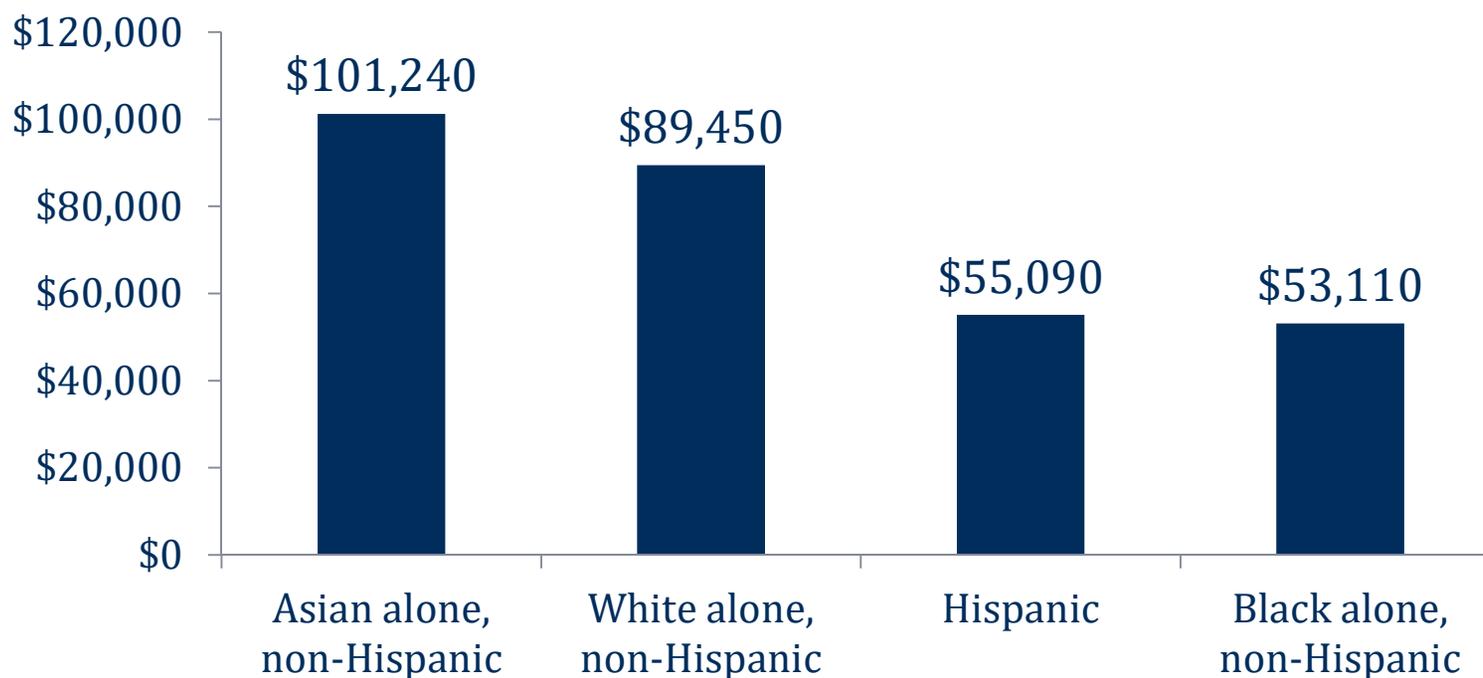
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Western Interstate Commission for Higher Education

Projected Change in High School Graduates

Tennessee 2013-32

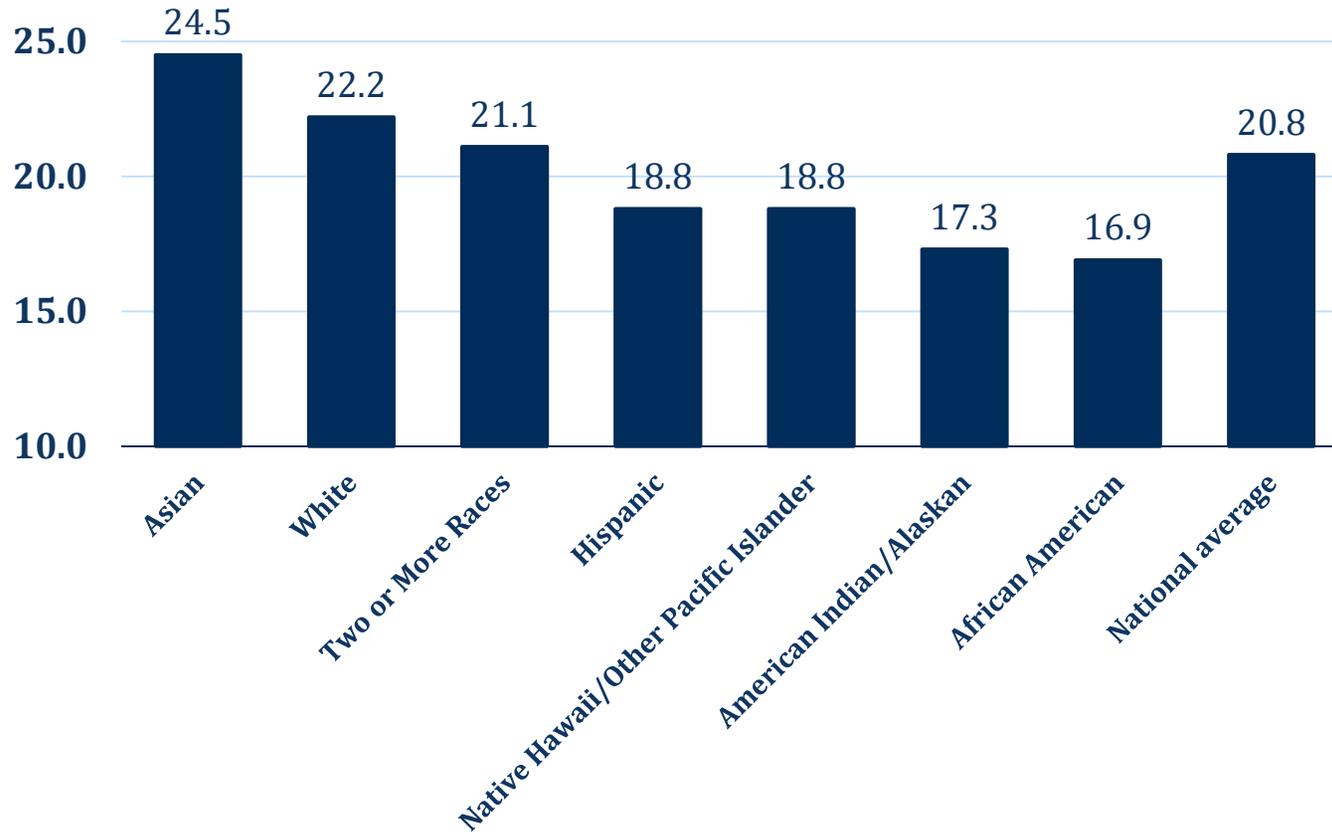


Hispanic and African American families have median incomes that are approximately 61 percent of white families.



Average ACT by Race/Ethnicity

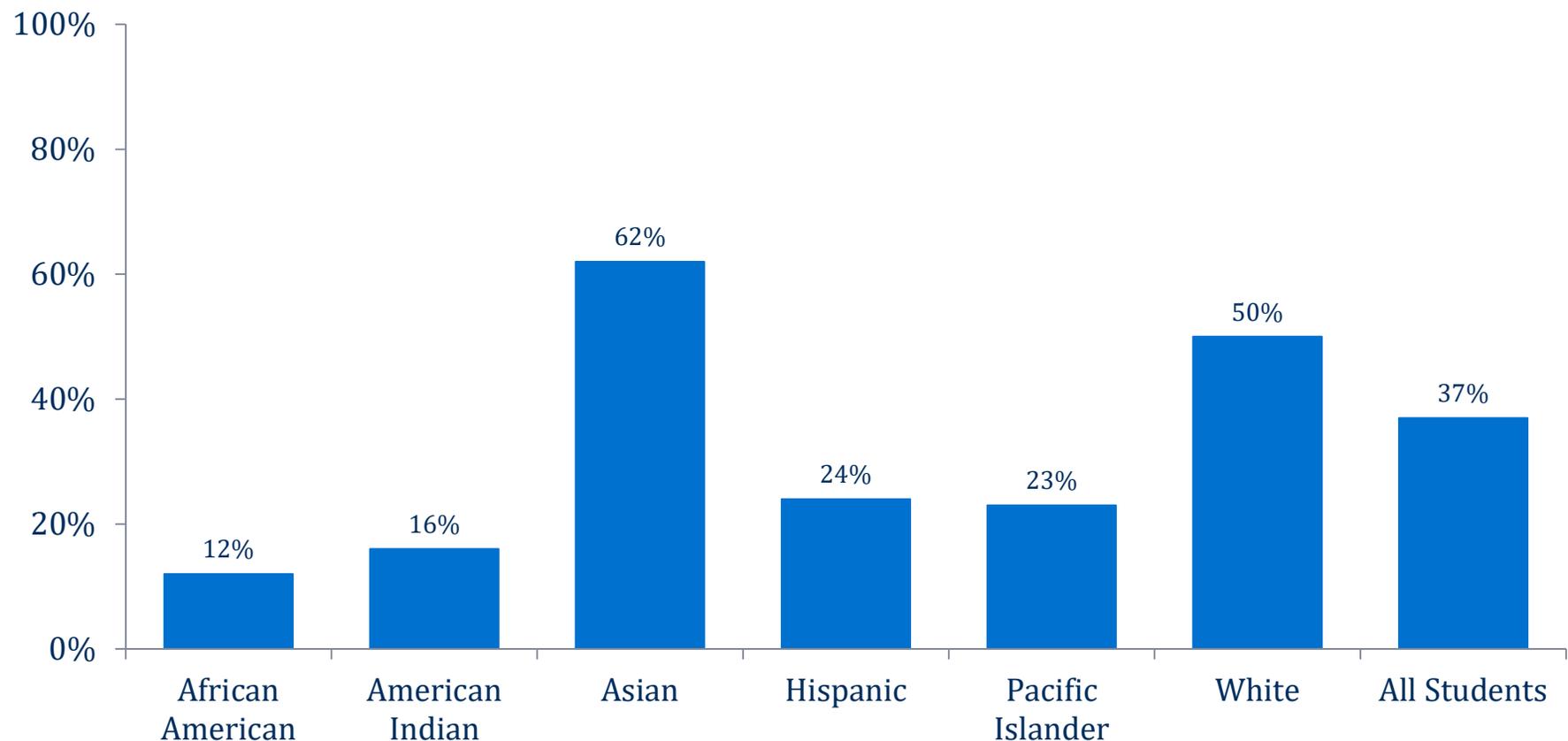
2018 high school graduating class



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Percent of ACT-tested high school graduates meeting three or more benchmarks by race/ethnicity

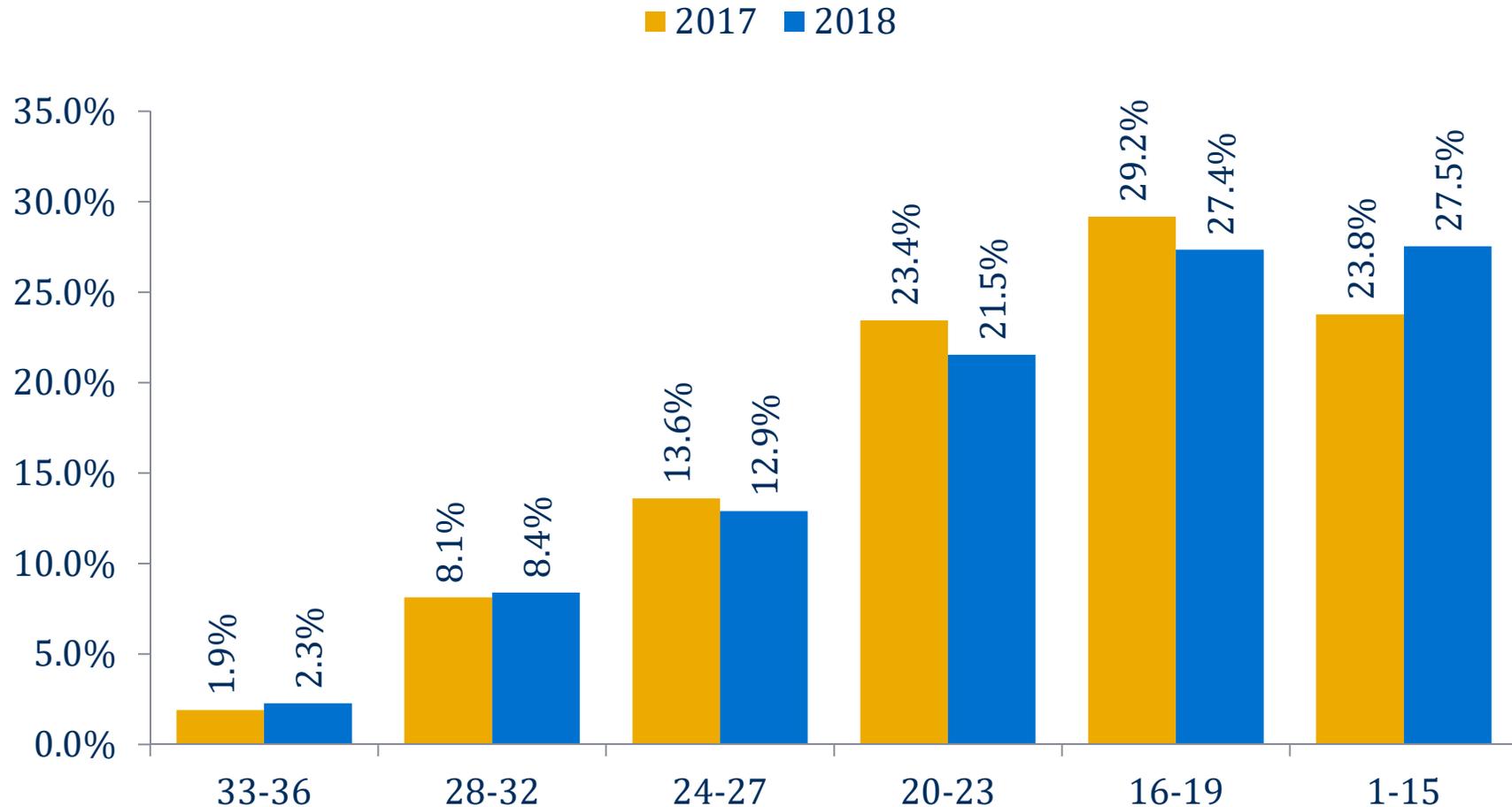


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ACT Score Distributions 2017 to 2018

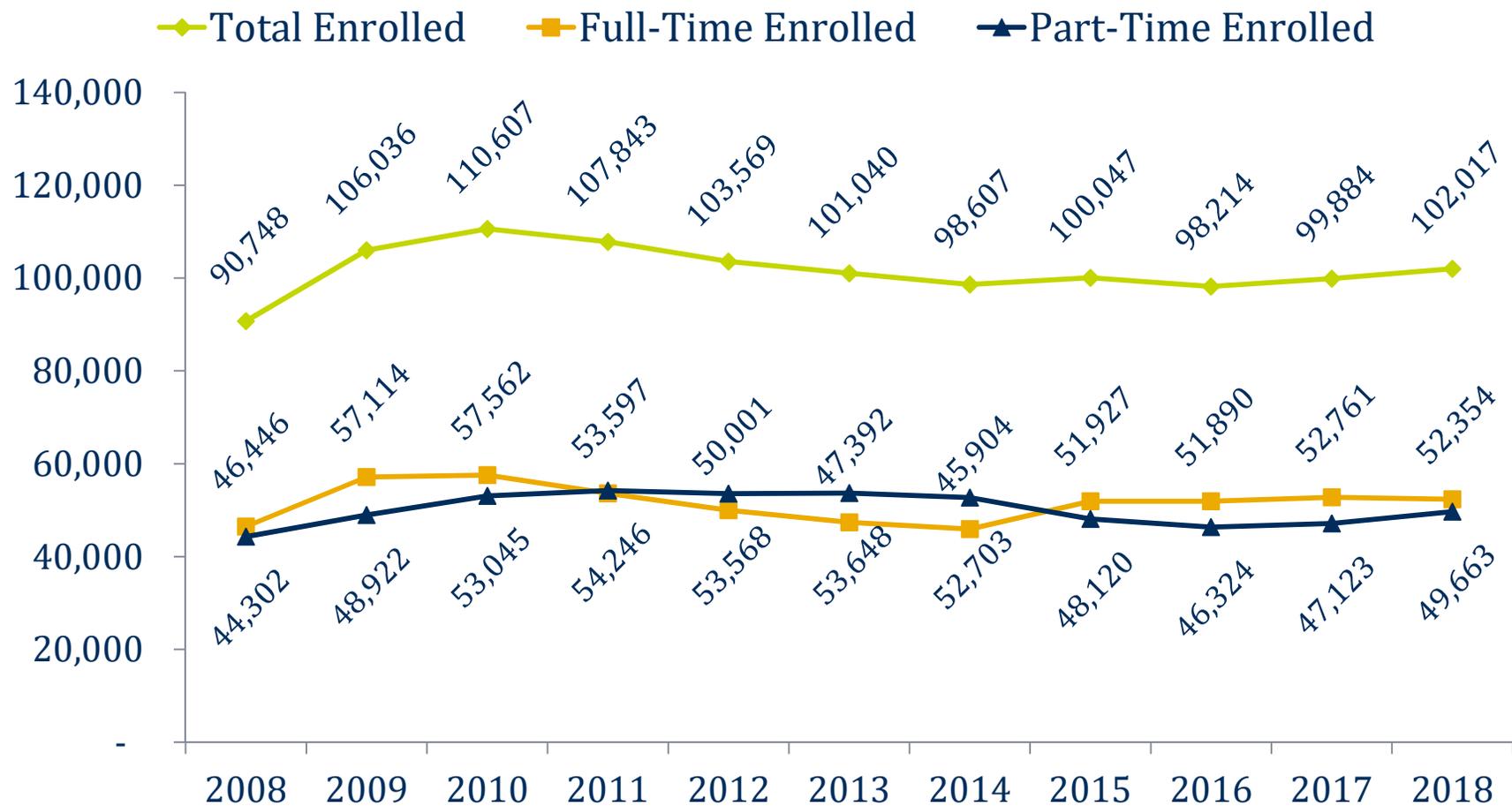
Tennessee*



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2-year Full and Part Time Enrollment

Tennessee



Source: U.S. Department of Education. Institute of Education Sciences, National Center for Education Statistics. 2-year College Enrollment 2008-2018.

Tennessee

The Competition Factor



65,892 high school seniors / 2019-20*

101 institutions of higher education**

62.0% college continuation rate (40,853)***
(ranks 27th among states)

16.4% leave the state to go to college (6,687)****
(ranks 30th among states)

† In-state institutions receiving the largest number of in-state freshmen.

†† Competition factor equals college continuation rate less number of students migrating

34,166 students ÷ 101 institutions = 338 students per institution††

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door*, 2016

**The Chronicle of Higher Education, 2018

***Postsecondary Education Opportunity, *Chance for College by Age 19 by State 1986-2010*, 2013

****Postsecondary Education Opportunity, *Interstate Migration of College Freshmen 1986-2012*, 2014



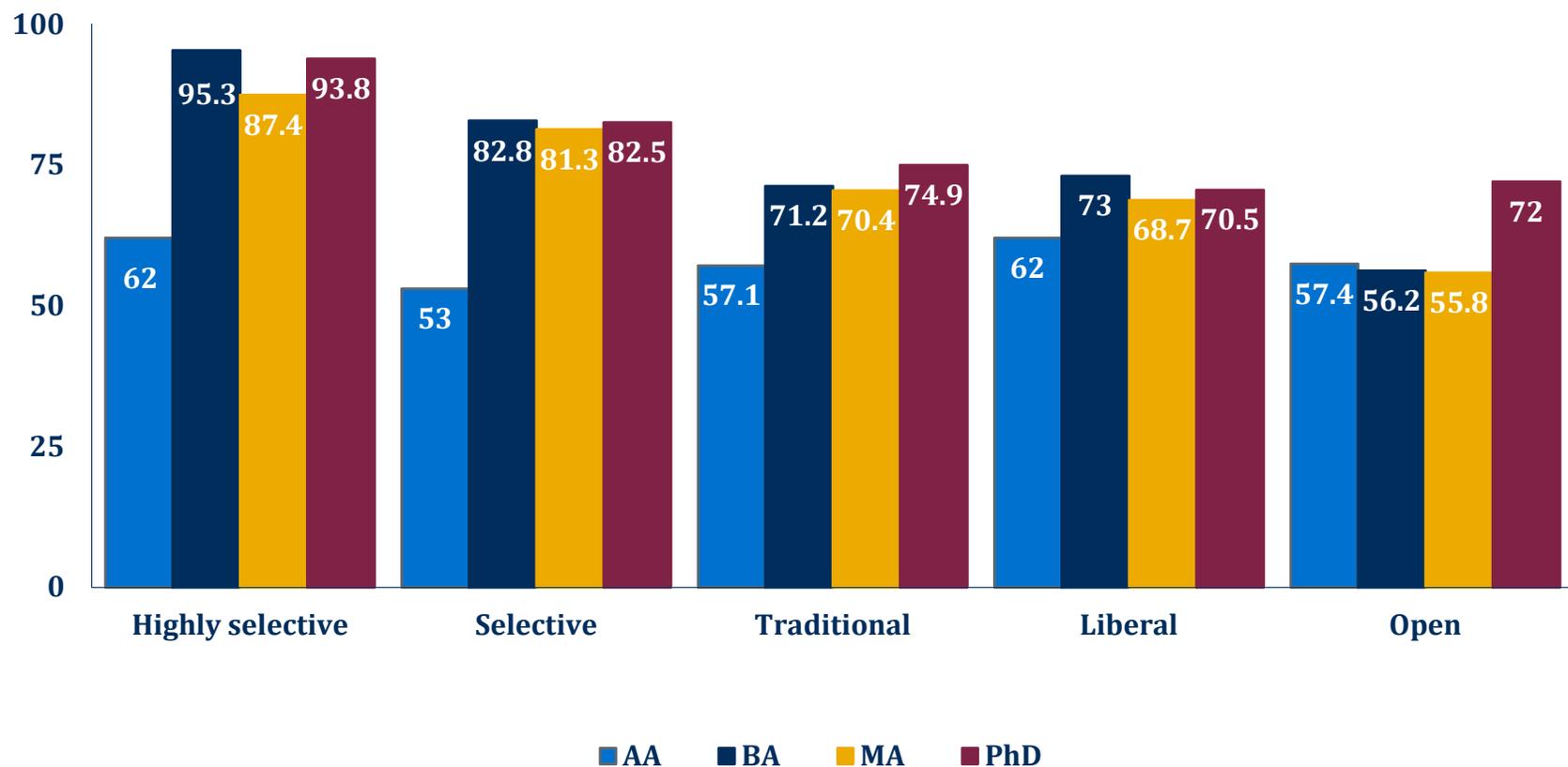
Institutional Admission Selectivity (Applied to Retention)

Admissions Selectivity Level	ACT® Composite Middle 50%	SAT® Total Middle 50%*
Highly Selective	25-30	1210-1370
Selective	21-26	1080-1240
Traditional	18-24	970-1180
Liberal	17-22	930-1110
Open	16-21	890-1080



Source: Compiled from ACT Institutional Data File, 2018.
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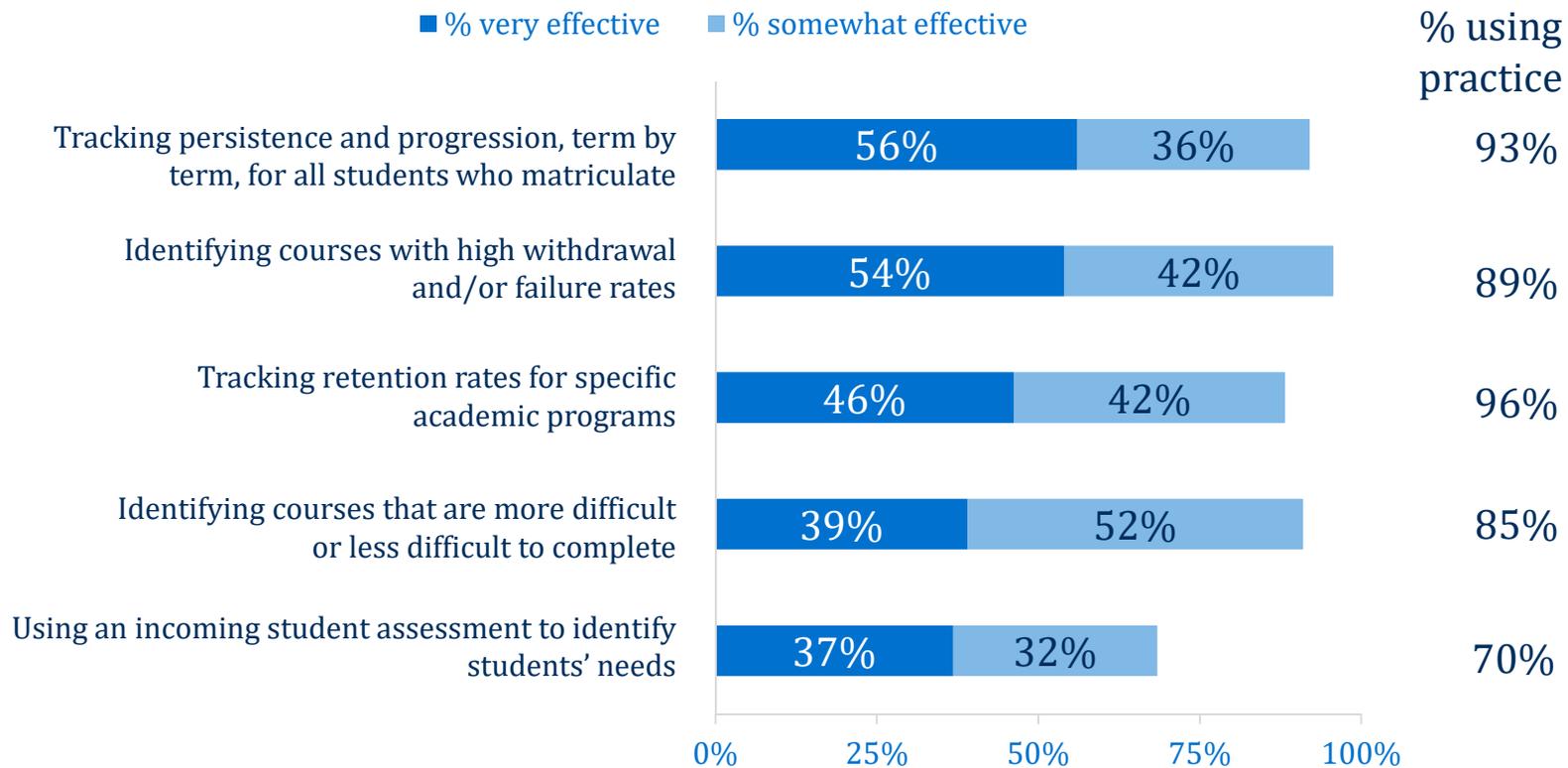
First- to Second-year Retention Rates for Public Institutions



Source: Compiled from ACT Institutional Data File, 2017.
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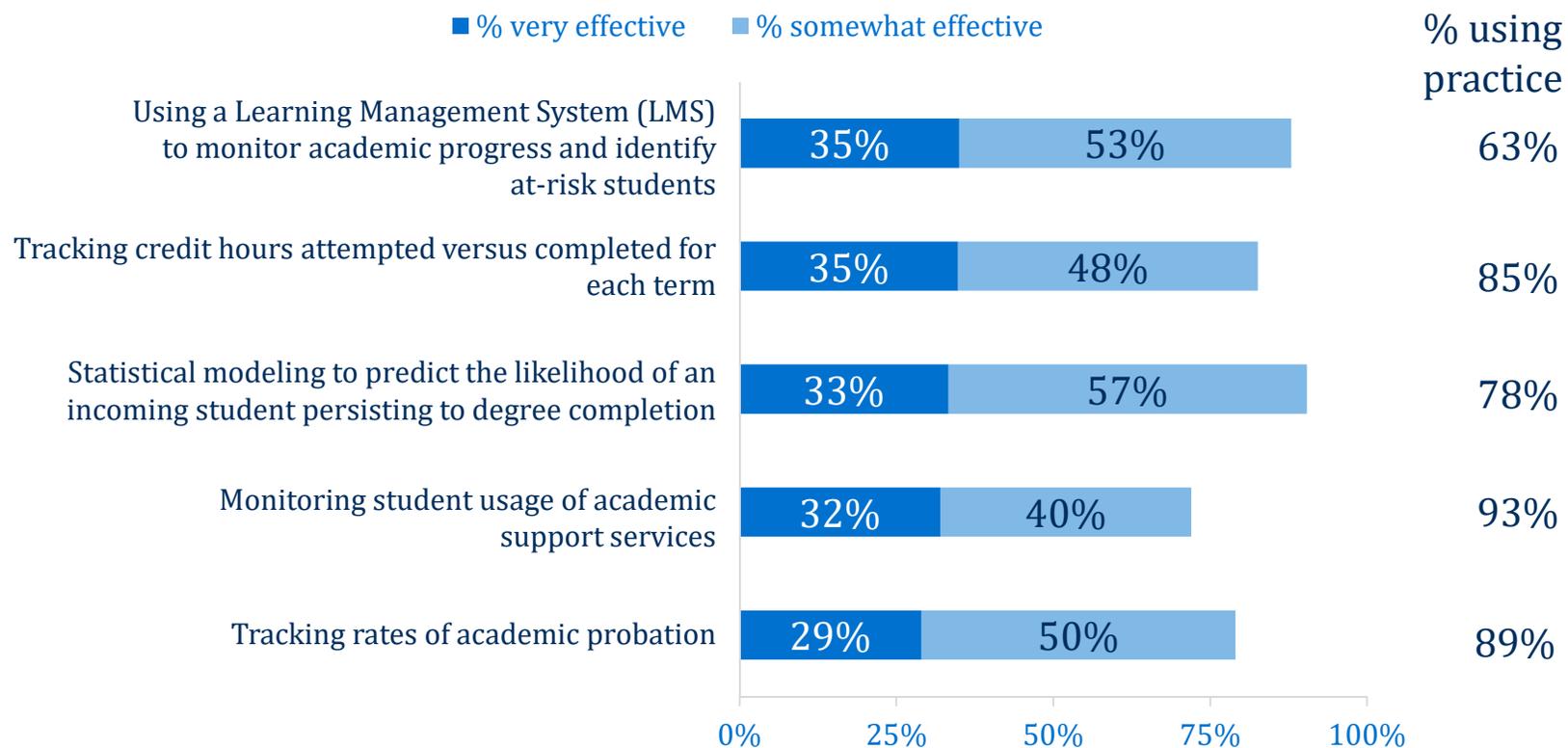
Top Retention Management Practices

Four-year Public Institutions



Retention Management Practices (cont.)

Four-year Public Institutions





Questions



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